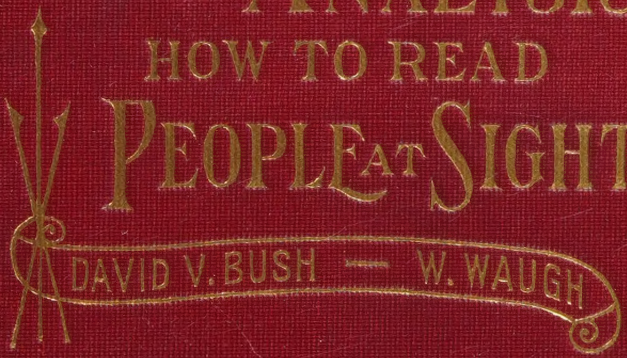
# CHARACTER ANALYSIS

## HOW TO READ PEOPLE AT SIGHT




FUNDAMENTALS OF PRACTICAL PSYCHOLOGY

DAVID V. BOSH

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# CHARACTER ANALYSIS

# HOW TO READ PEOPLE AT SIGHT

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AUTHOR
FUNDAMENTALS OF PRACTICAL PSYCHOLOGY
PSYCHOLOGY OF SUCCESS
THE UNIVERSALITY OF THE MASTER MIND
APPLIED PSYCHOLOGY AND SCIENTIFIC LIVING
PRACTICAL PSYCHOLOGY AND SEX LIFE
PSYCHOLOGY OF SEX—HOW TO MAKE LOVE AND MARRY

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BY
DAVID V. BUSH
AND
W. WAUGH

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## THINK RIGHT

*By David V. Bush*

Think smiles, and smiles shall be;
Think doubt, and hope will flee.
Think love, and love will grow;
Think hate, and hate you'll know.
Think good, and good is here;
Think vice—its jaws appear!
Think joy, and joy ne'er ends;
Think gloom, and dusk descends.
Think faith, and faith's at hand;
Think ill—it stalks the land.
Think peace, sublime and sweet,
And you that peace will meet.
Think fear, with brooding mind,
And failure's close behind.
Think this: "I'M GOING TO WIN!"
Think not on what has been.
Think "VICTORY"; think "I CAN!"
Then you're a WINNING MAN!

# Table of Contents

## PART I

## THE BODY TYPES


| Chapter | | Page |
|---|---|---|
| I. | The Alimentive, Vital or Abdominal Form | 73 |
| II. | The Thoracic Type | 115 |
| III. | The Muscular Type—Motive | 159 |
| IV. | The Osseous or Bony Form | 209 |
| V. | The Cerebral Type | 255 |
| VI. | Love and Marriage | 280 |
| VII. | Vocations for the Various Types | 296 |
| VIII. | How to Sell the Various Types | 312 |


## PART II


| | | |
|---|---|---|
| IX. | Complexion—The Brunet | 323 |
| X. | Complexions—Blonds and Combinations | 339 |
| XI. | The Profile | 365 |
| XII. | The Eyes | 391 |
| XIII. | The Ears | 404 |
| XIV. | The Nose | 409 |
| XV. | The Mouth and Lips | 426 |
| XVI. | The Chin and Jaws | 443 |
| XVII. | Brain Anatomy | 447 |
| XVIII. | Head Shapes | 460 |
| XIX. | Consistency | 486 |
| XX. | Flexibility | 492 |
| XXI. | Texture | 495 |
| XXII. | The Hand-Shake | 505 |
| XXIII. | The Hand | 515 |
| XXIV. | The Thumb | 534 |
| XXV. | The Fingers | 544 |
| XXVI. | The Voice | 552 |
| XXVII. | Expression | 556 |
| XXVIII. | Personal Habits | 561 |
| XXIX. | Child Analysis—Practical Parenthood | 564 |
| XXX. | How to Make People Like You | 568 |

## PART III

Page 579-606. Illustrations and Character Analysis Sketches of Prominent Men and Women in Various Walks of Life. (For names, see list on following pages. Figures 63-84 and Figures 146-151).

## LIST OF CHARTS AND ILLUSTRATIONS


| Figure | | Page |
|---|---|---|
| 1. | Alimentive Body | 74 |
| 2-A. | Alimentive Face | 76 |
| 2-B. | Alimentive Hand | 76 |
| 3. | Thoracic Body | 116 |
| 4-A. | Thoracic Face | 118 |
| 4-B. | Thoracic Hand | 118 |
| 5. | Muscular Body | 160 |
| 6-A. | Muscular Face | 162 |
| 6-B. | Muscular Hand | 162 |
| 7. | Osseous Body | 207 |
| 8. | Osseous Hand | 209 |
| 8-A. | Osseous Face | 209 |
| 9. | Mental Body | 254 |
| 10-A. | Mental Face | 256 |
| 10-B. | Mental Hand | 256 |
| 11. | Convex Profile | 371 |
| 12. | Savonarola | 374 |
| 13. | Concave Profile | 376 |
| 14. | Plain Profile | 381 |
| 15. | Convex Profile—Plain Profile—Concave Profile | 369 |
| 16. | Upper Convex—Lower Concave Profile | 384 |
| 17. | Upper Concave—Lower Convex Profile | 386 |
| 18. | Brain Anatomy | 450 |
| 19. | High Head | 461 |
| 20. | Low Head | 463 |
| 21. | Wide Head | 465 |
| 22. | Narrow Head | 467 |

## LIST OF CHARTS AND ILLUSTRATIONS


| Figure | | Page |
|---|---|---|
| 23. | Long Head | 469 |
| 24. | Short Head | 471 |
| 25. | Low Forehead | 474 |
| 26. | Strong Will | 475 |
| 27. | Sloping Forehead | 476 |
| 28. | Projecting Forehead | 477 |
| 29. | Curved Forehead | 478 |
| 30. | Diplomat | 479 |
| 31. | Triangular Mental Face | 480 |
| 32. | Low Broad Face | 481 |
| 33. | High Narrow Face | 482 |
| 34. | Conic Face | 483 |
| 35. | Combination Oblong Face | 484 |
| 36. | Elementary Hand | 516 |
| 37. | Square Hand | 516 |
| 38. | Spatulate Hand | 516 |
| 39. | Philosophic Hand | 522 |
| 40. | Conic Hand | 522 |
| 41. | Psychic Hand | 522 |
| 42. | Mixed Hand | 530 |
| 43. | Weak Will Thumb | 538 |
| 44. | Strong Will Thumb | 538 |
| 45. | Clubbed Thumb—Violence | 538 |
| 46. | Roman Nose | 411 |
| 47. | Grecian Nose | 411 |
| 48. | Cherubic Nose | 411 |
| 49. | Nose Divisions | 415 |
| 50. | Nose—Showing Analysis | 418 |
| 51. | Discrimination | 418 |
| 52. | Normal Eye | 393 |

| Figure | | Page |
|---|---|---|
| 53. | Pale, Washed Out Eye | 393 |
| 54. | Colorless Eye | 393 |
| 55. | Treacherous Eye | 393 |
| 56. | Normal Mouth | 428 |
| 57. | Sensual Mouth | 428 |
| 58. | Passion, Emotion—Irritability Shown by Irregularly Formed Lips | 428 |
| 59. | Mouth Showing Concentration, Decisive, Firmness, Judgment | 432 |
| 60. | Mouth Showing Nervous Excitability, Self Will | 432 |
| 61. | Mouth Showing Cold, Avarice, Crafty, Selfish | 432 |
| 62. | Mouth Showing Lack of Mental Concentration | 432 |
| 63. | Henry Ward Beecher | 579 |
| 64. | Rosa Bonheur | 580 |
| 65. | General Leonard A. Wood | 581 |
| 66. | General von Hindenberg | 582 |
| 67. | Abraham Lincoln | 583 |
| 68. | Henry Ford | 584 |
| 69. | Woodrow Wilson | 585 |
| 70. | Mendelssohn | 586 |
| 71. | Judge Ben B. Lindsey | 587 |
| 72. | Luther Burbank | 588 |
| 73. | Theodore Roosevelt | 589 |
| 74. | Charles E. Hughes | 590 |
| 75. | Robert C. Ogden | 591 |
| 76. | Arthur Brisbane | 592 |
| 77. | Louisa M. Alcott | 593 |
| 78. | Mark Twain | 594 |
| 79. | Isaac Newton | 595 |
| 80. | Edgar Allan Poe | 596 |
| 81. | Edgar Allan Poe | 597 |
| 82. | Robert Fulton | 598 |

## LIST OF CHARTS AND ILLUSTRATIONS


| Figure | | Page |
|---|---|---|
| 83. | Warren G. Harding | 599 |
| 84. | William McKinley | 600 |
| 85. | Benevolence | 15 |
| 86. | Reliable Father | 16 |
| 87. | Unreliable Father | 17 |
| 88. | Thinker-Planner | 18 |
| 89. | Observer—Looker—Quick of Vision | 19 |
| 90. | Determination | 20 |
| 91. | Obstinate, Stubborn | 22 |
| 92. | Mirthfullness | 23 |
| 93. | Idealism—Business—Invention | 24 |
| 94. | Non-Forgiveness | 26 |
| 95. | Strong Body—High Vitality—Long Life | 27 |
| 96. | Weak Body | 28 |
| 97. | The Practical Man | 29 |
| 98. | The Impractical Man | 30 |
| 99. | The Outdoor Man | 31 |
| 100. | He Likes People | 32 |
| 101. | The Business Man | 33 |
| 102. | Student, Thinker, Philosopher | 34 |
| 106. | Lower Slanting Eye | 36 |
| 107. | Upper Slanting Eye | 37 |
| 108. | Drooping Eye | 38 |
| 109. | The Slit Eye | 39 |
| 112. | Normal Eye | 40 |
| 113. | Normal Eye | 40 |
| 114. | The Normal Hand | 41 |
| 115. | The Unyielding Hand | 42 |
| 116. | The Yielding Hand | 43 |
| 117. | Short Fingers—The Hand that Generalizes | 44 |
| 118. | Long Fingers—The Hand that Specializes | 45 |

## LIST OF CHARTS AND ILLUSTRATIONS


| Figure | | Page |
|---|---|---|
| 119. | An Open-Handed Individual | 46 |
| 120. | Tight-Fisted Person | 47 |
| 121. | One Who Philosophizes | 48 |
| 122. | Thin Hand | 49 |
| 123. | Likeable, Responsive Hand | 50 |
| 124. | Reasoning Person | 51 |
| 125. | Attentive Intuition | 53 |
| 127A. | Wide Nose | 54 |
| 127-B. | Narrow Nose | 54 |
| 128. | The Mature Nose | 55 |
| 129. | Short Nose | 56 |
| 132. | Jealous Nose | 57 |
| 133. | Observing Nose | 59 |
| 134. | Emotional Nose | 60 |
| 135. | Nose Lacking Force and Energy | 61 |
| 136. | Nose Showing Inclination Towards the Appetites | 62 |
| 137. | The Money Nose | 63 |
| 138. | Thick and Muscular Nose | 64 |
| 139. | Crafty Nose | 64 |
| 140. | Rational Nose | 65 |
| 141. | Sympathetic Nose | 66 |
| 142. | Evasive Nose | 67 |
| 143. | Selfish Nose | 68 |
| 144-A. | Abnormal Nose | 69 |
| 144-B. | Vital Temperament | 70 |
| 145. | Motive Temperament | 70 |
| 146. | Frank Crane | 601 |
| 147. | Walter Littlefield | 602 |
| 148. | William G. McAdoo | 603 |
| 149. | Calvin Coolidge | 604 |
| 150. | David W. Griffith | 605 |
| 151. | George E. Brennon | 606 |

# PART I

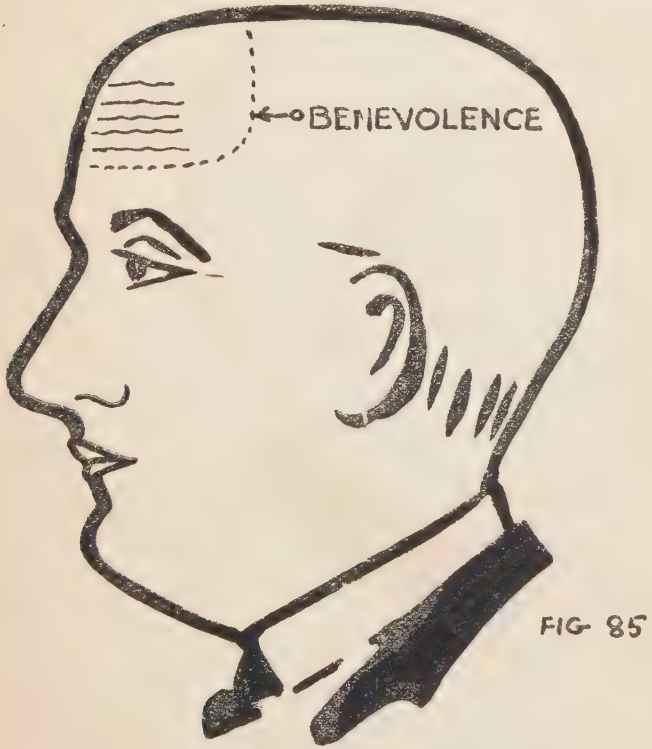



**Figure 85**

A sympathetic and helpful person.

The upper forehead is large.

Benevolence is shown by one or more lines on he forehead. Deep-set lines are indications of one who is a deep thinker, a reasoner, a philosopher. See Fig. 102.

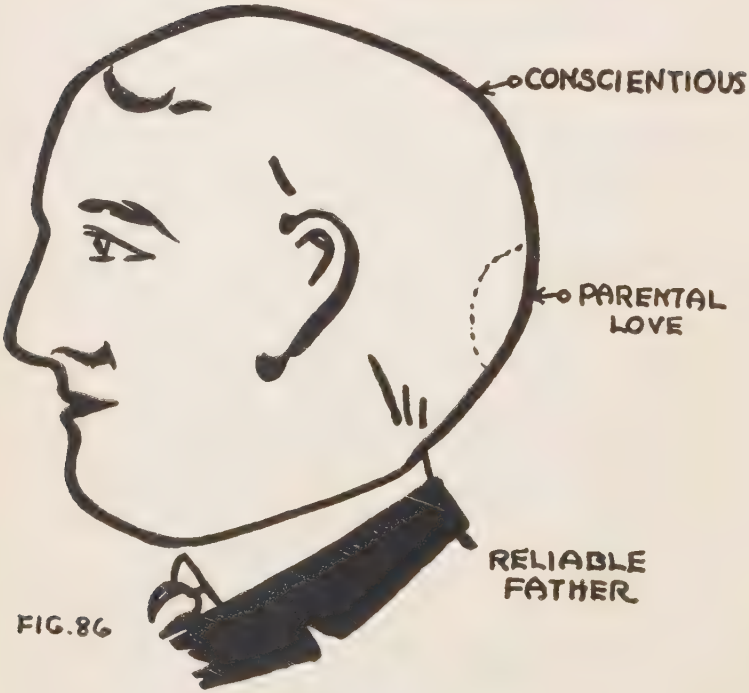



**Figure 86**

In the ideal father justice, affection, vigilance, integrity and lofty ideals are so interwoven as to create an evenly balanced character. If his conscientiousness be well developed, he is the man who will never 'go back on' his family.

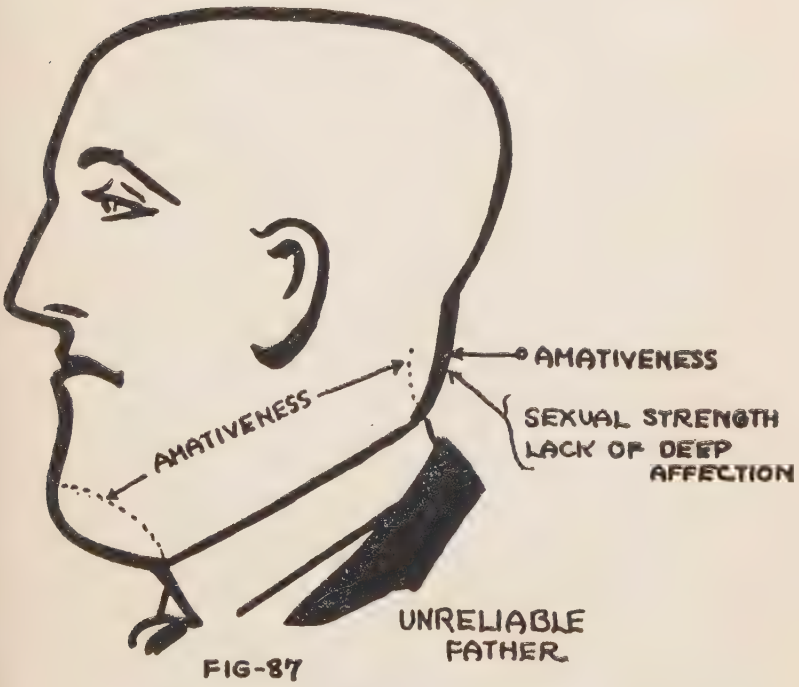



Figure 87

The unreliable father (Fig. 87) is shown by an over-development of amativeness. His eyes seem to open only part way—Slit-like. He shows a well-developed under-chin. He cares little for children or home. He is prone to indulge promiscuous love—unselfish, unreliable.

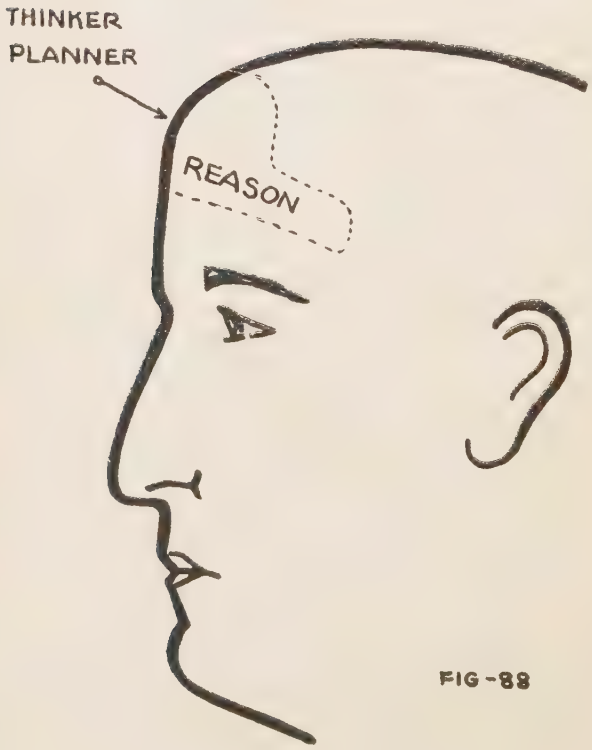



FIG-88

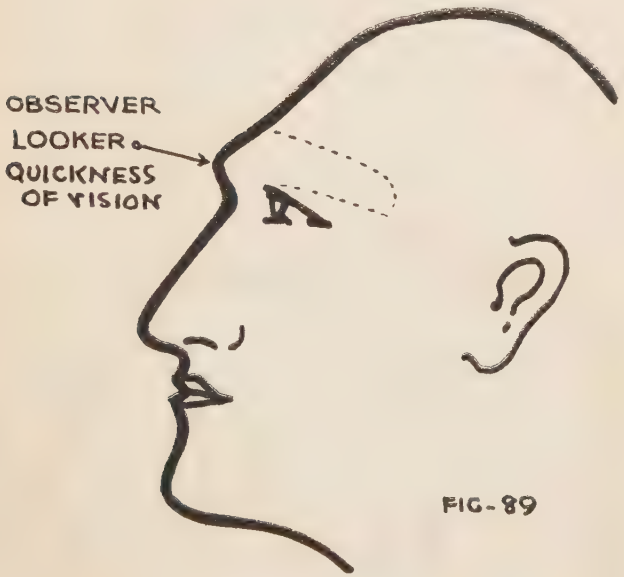



**Figure 89**

Good memory for color, order, faces, and weight. He is seldom a book lover. He is an observer, a student of life.

If he have a high forehead, as in Figure 88, he may care for books. This type is not only quick but adaptable. Will pursue lines in salesmanship, business and newspaper work, but is not given to tasks involving construction, nor does he lean toward philosophy.

CAN SET HIS JAW
BECOMES STUBBORN
OR OBSTINATE.
DETERMINATION
BUT NOT SO MUCH OF
THE LOWER PASSIONS
AS FIG. 91.
MENTAL TENDENCY

FIG-90

**Figure 90**

This square jaw shows great determination which may become obstinate or stubborn, but the tapering chin shows only slight inclination toward the physical and animalistic characteristics. The point of the chin indicates mental tendencies.

DETERMINATE
OBSTINATE
STUBBORN
LOWER APPETITES
LOW BROW TASTES

FIG 91

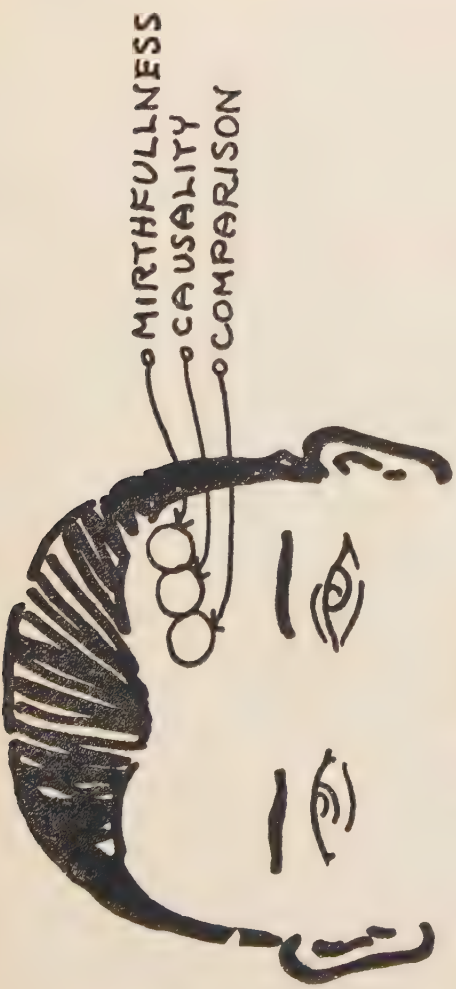



FIG-92

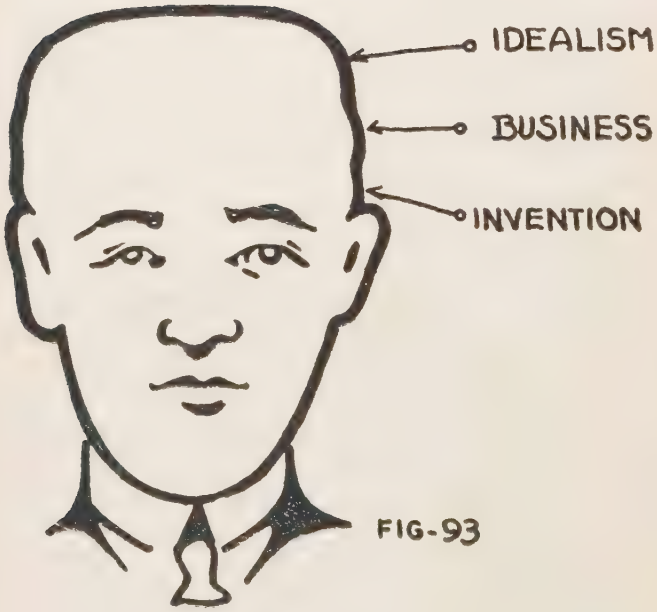



FIG-93

Figure 93

If there be a large development at the top of the head it will indicate idealism. This person may let his idealism carry away his practicality and his business judgment.

A large development in the middle of the head indicates business ability and accumen.

A large development near the upper part of the ear, where it joins the head, has been considered indicative of mechanical inventiveness. This, however, does not always determine that its possessor is a mechanic or inventor.

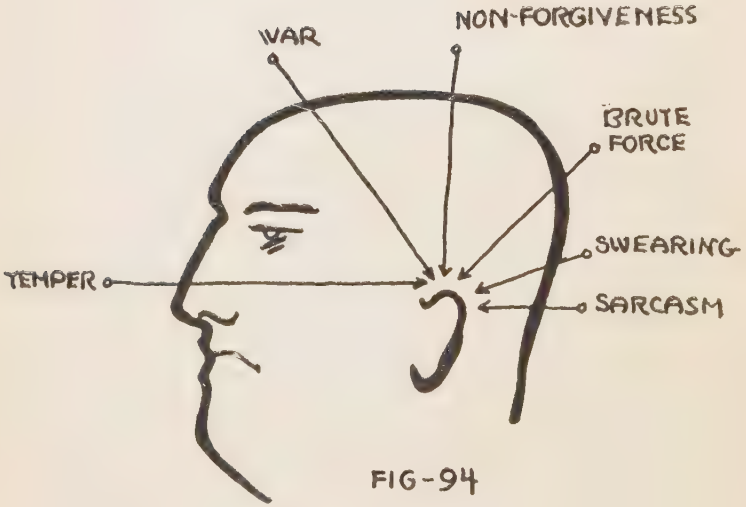



FIG-94

FIG-95
STURDY NECK
STRONG BODY
MUCH VITALITY
LONG LIFE

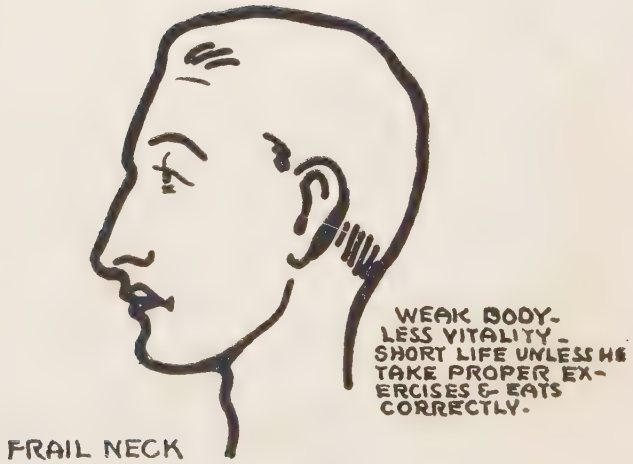
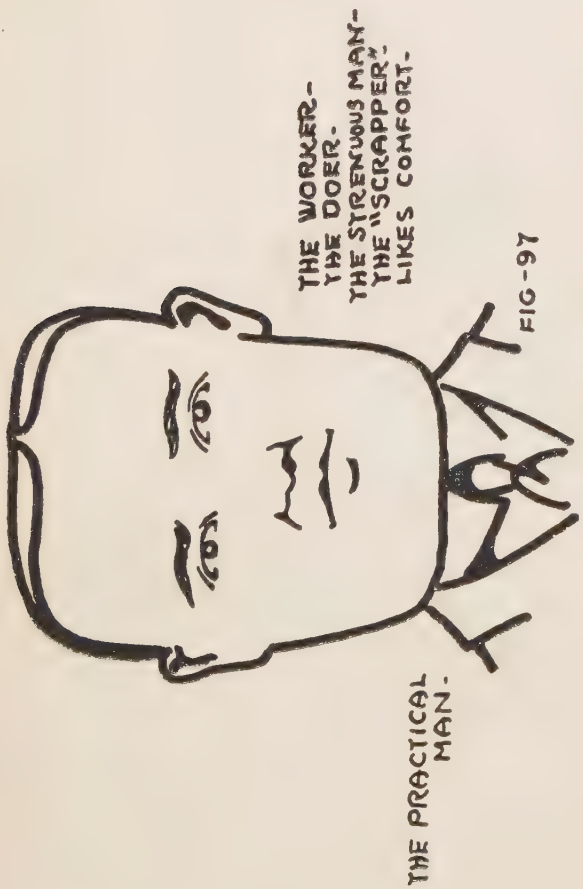
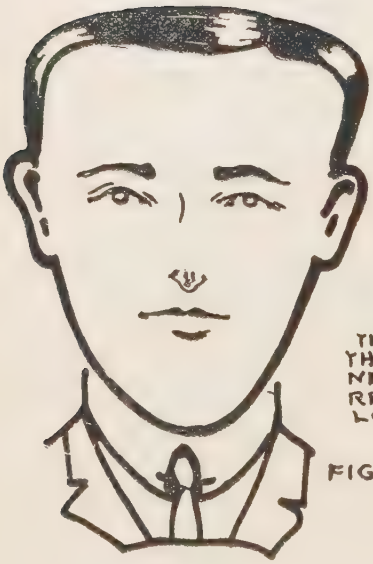

WEAK BODY-
LESS VITALITY -
SHORT LIFE UNLESS HE
TAKE PROPER EX-
ERCISES & EATS
CORRECTLY.
FRAIL NECK

FIG. 96


THE WORKER-
THE DOER-
THE STRENUOUS MAN-
THE "SCRAPPER"-
LIKES COMFORT-
FIG-97
THE PRACTICAL MAN-



THE IMPRACTICAL MAN-
THE DREAMER-THE PLAN-
NER-THE THINKER-THE
READER-LIKES TO BE A-
LONE-QUIET.

FIG-98

THE OUTDOOR MAN-
THE UNBENDING-IM-
MOVABLE MAN-LIKES
TO BE ALONE-RESERVED-
WORKS BEST BY HIMSELF

FIG-99

FIG 100

THE BUSINESS MAN-
THE INDOORMAN-
LIKES EASE & IS EASY
GOING-WORKS BEST
OVER PEOPLE-THE
BOSS-MANAGER.

FIG 101

Figure 102

Darwin's forehead was furrowed with many deep-set lines.

Deep wrinkles, many being more or less straight, also indicate one who is a deep thinker along practical lines.

The benevolent individual, particularly if he has a square jaw or square hands, will devote much time to strenuous effort in behalf of social reform, to causes that are just, to defending the unprotected and the needy. See Fig. 85.

He may be too credulous, often taking the words of others instead of acting upon the dictates of cold reason.

In a business way, he may go into partnership too quickly for his own good, and rely too much upon another's integrity, sincerity and fair-dealing.

He will also be inclined to neglect himself for others and very often gives them too much help for their own good.

One or more rather long, deep, straight, regular, unbroken lines, running horizontally across the forehead are highly characteristic.

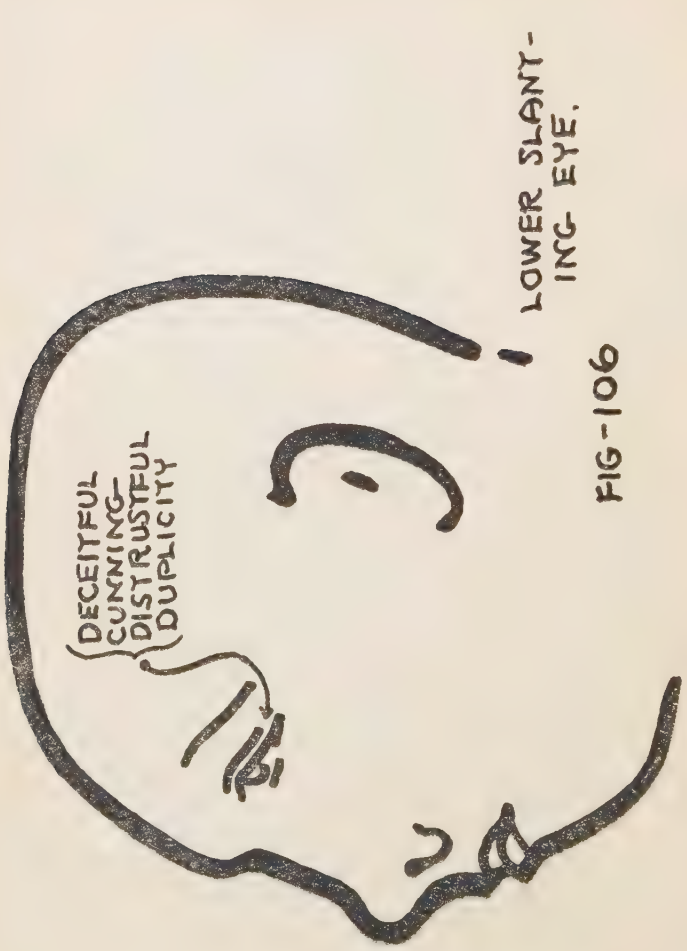

DECEITFUL
CUNNING
DISTRUSTFUL
DUPLICITY
LOWER SLANT-
ING EYE.

FIG-106

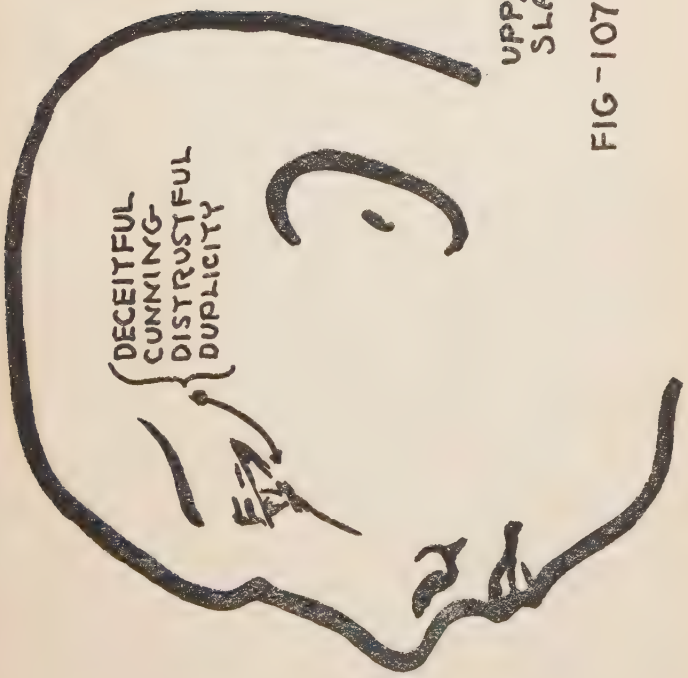

DECEITFUL
CUNNING-
DISTRUSTFUL
DUPLICITY
UPPER
SLANTING EYE.

FIG-107

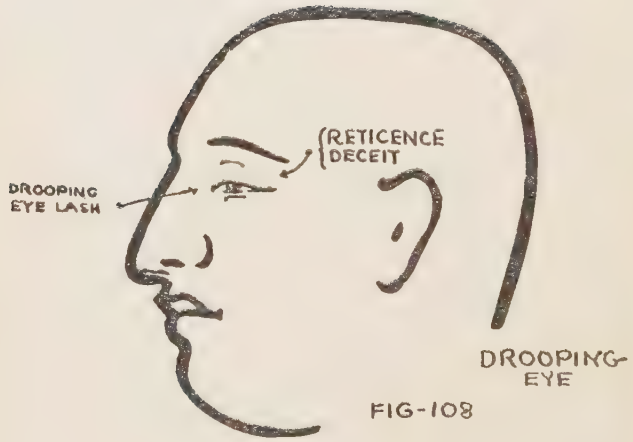
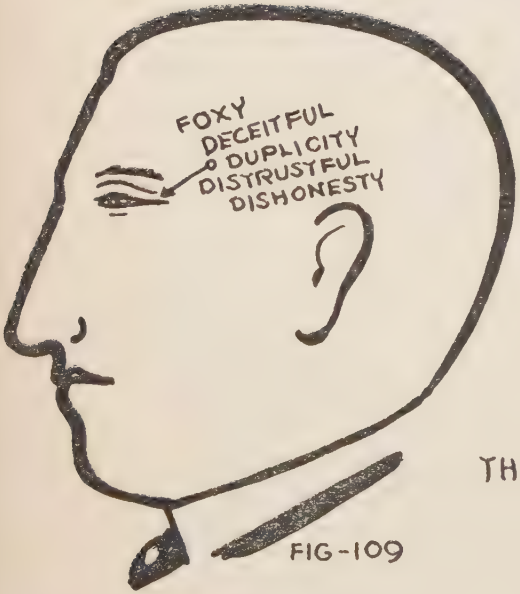



FIG-108




THE SLIT EYE

FIG-109

FIG-112




FIG-113

THE BLACK LINE "D" IS NORMAL. AN ENLARGEMENT WHERE THE DOTTED LINES ARE SHOWN INDICATES A FACULTY WELL DEVELOPED FOR RECOGNIZING SIZE, WEIGHT, ORDER, COLOR & CALCULATIONS RESPECTIVELY.

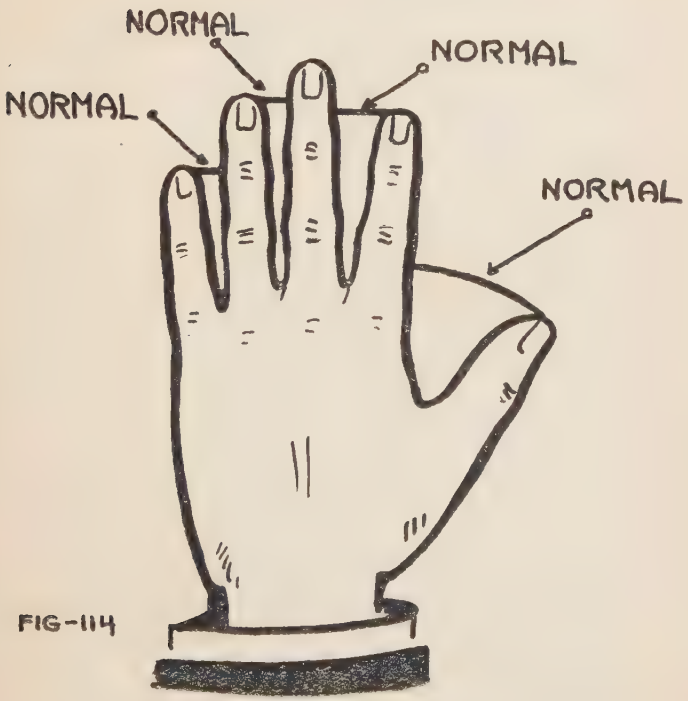



**Figure 114**

**The Normal Hand**

Note what should be the relative length of each finger when compared with its fellows. Also see that the thumb should extend to a point half-way between the second and third knuckle of the index finger.

Straight lines from end of fingers to corresponding knuckles indicate the normal position of the length of fingers.

Figure 115

The unyielding hand. This hand does not give in or defer to as is revealed by the hand which can be bent.

FIG-116

THE YIELDING HAND

THE PLIABLE HAND

**Figure 116**

The yielding or pliable hand. Although this type of a hand may at first glance indicate one who is of a submissive nature, nevertheless before definite decision is made the student should check up on the type, as well as take into account the concave or the obstinate jaw (see figures 90 and 91) and the big development at the upper curve of the crown of the head (see figure 26).

SHORT FINGERS THE
HAND THAT GENERALISES

FIG-117

LONG FINGERS THE HAND
THAT SPECIALIZES

FIG-118

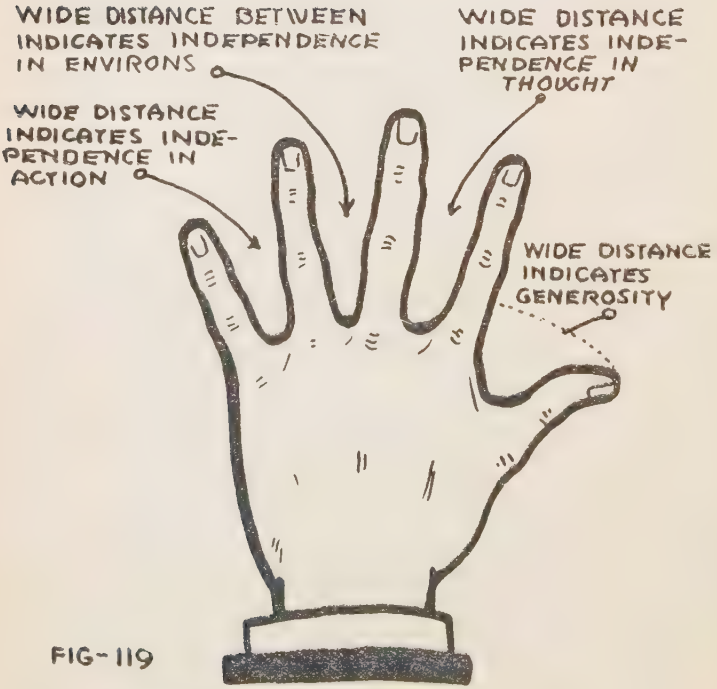



FIG-119

ALL FINGER WIDE APART INDICATE AN OPEN-HANDED INDIVIDUAL.

FIG-120

ALL FINGERS CLOSE
TOGETHER REPRESENT
TIGHT-FISTED PERSON

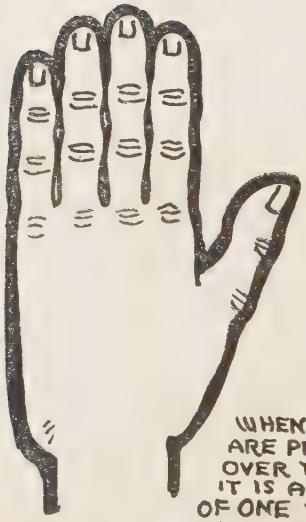


FIG-121

WHEN WRINKLES ARE PRONOUNCED OVER THE KNUCKLES IT IS AN INDICATION OF ONE WHO PHILOSOPHIZES-THINKS THINGS OUT TO A LOGICAL CONCLUSION—

FIG-122

THIN HAND—
WATCH OUT FOR
THIS HAND.

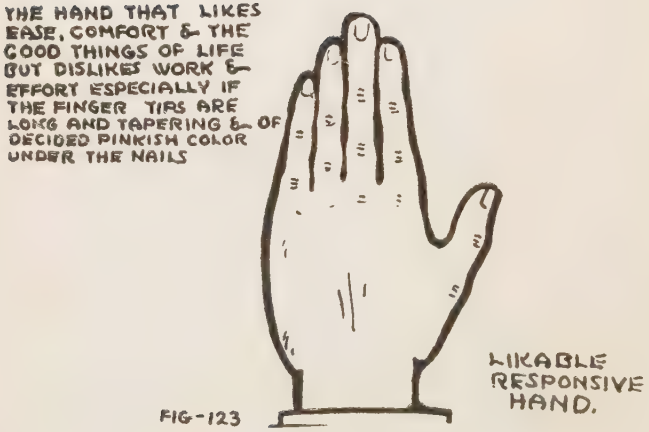
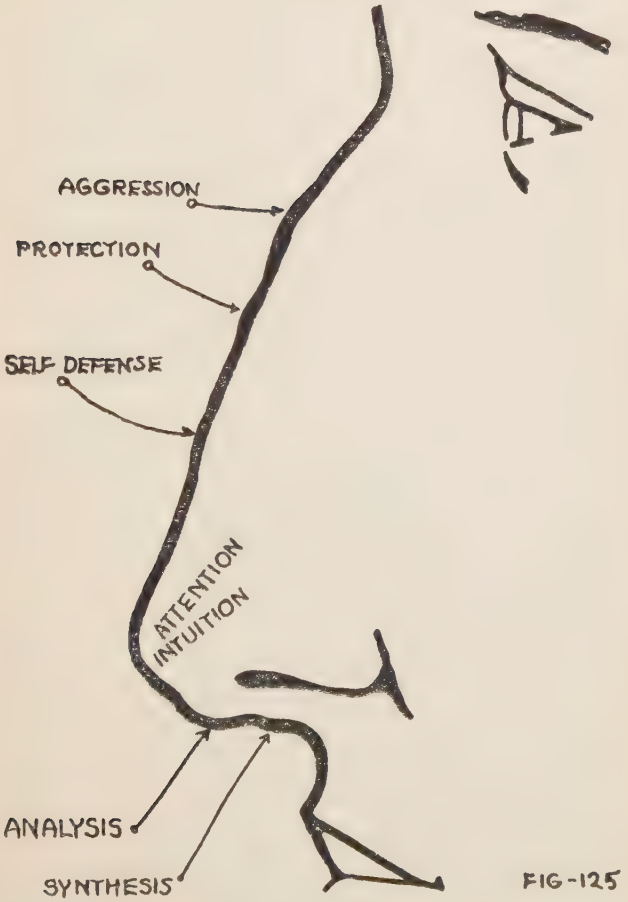

THE HAND THAT LIKES EASE, COMFORT & THE GOOD THINGS OF LIFE BUT DISLIKES WORK & EFFORT ESPECIALLY IF THE FINGER TIPS ARE LONG AND TAPERING & OF DECIDED PINKISH COLOR UNDER THE NAILS
LIKABLE RESPONSIVE HAND.
FIG-123

**Figure 124**

This individual is ruled by his strong power of inductive reasoning. He is able to pick

things to pieces in his search after truth, and has pronounced capacity for sorting, and arranging his thoughts in an orderly manner. He is always open to consider fresh evidence. He is able to separate the good from the bad, and can bring in improved systems of government and education. Weighing the past, considering the present he is thus able to plan for the future.




See Pages 411-415-418.

FIG-127—A

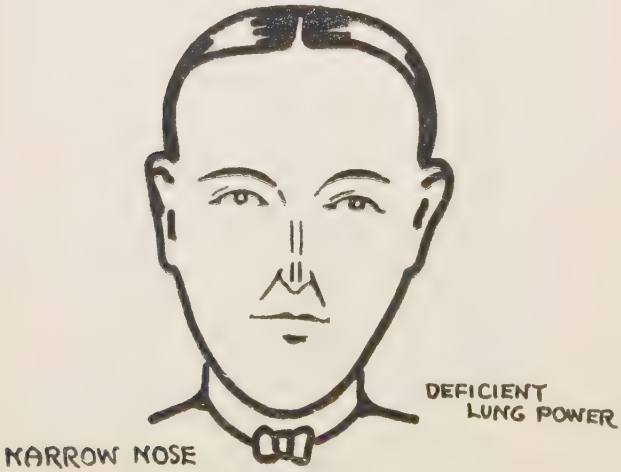



FIG-127-B

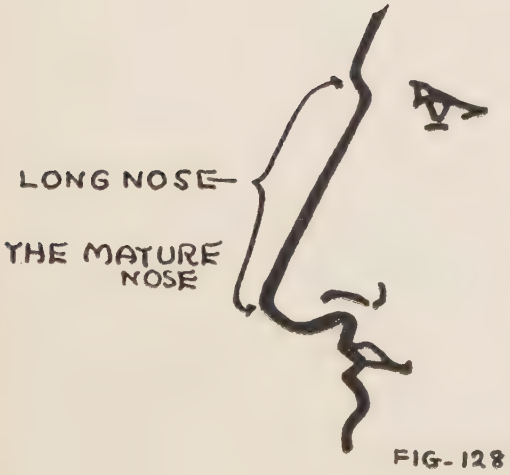



FIG-128

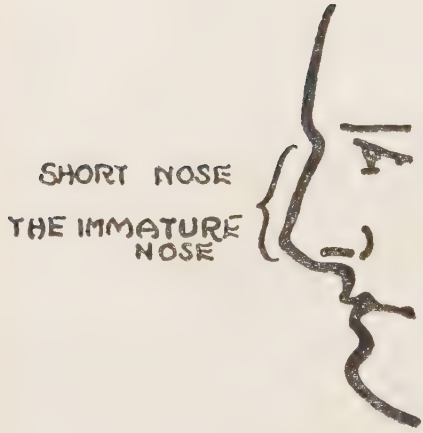



FIG-129

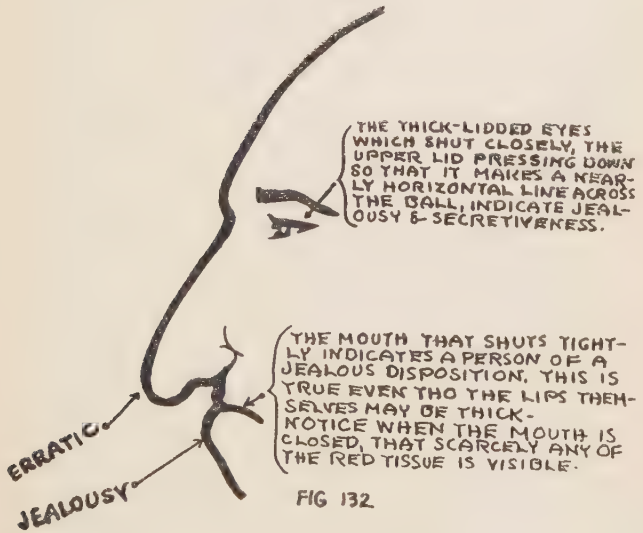



**Figure 132**

Jealousy, which is an offshoot of selfishness, can readily be detected from the features and from facial expression.

When you see a nose which droops or turns down—or one that has a thickness just above the wings—you can know that "the green eyed monster" has possession of that individual.

The ear which is larger at the bottom than at the top; the heavy coarse, lower jaw, and the head which is broad from ear to ear, and full at the base all indicate selfishness and jealousy.

Extreme jealousy is indicated by the projection of the muscle just under the lower lip.

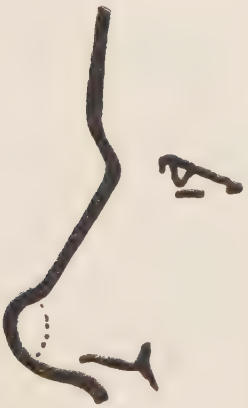


FIG – 133

**Figure 133**

This nose is very "observing" but the mental focus of its owner is not sharply cut. Thoughts are often illogical, disarranged and spasmodic.

Memory of the past is unsympathetic and broken.

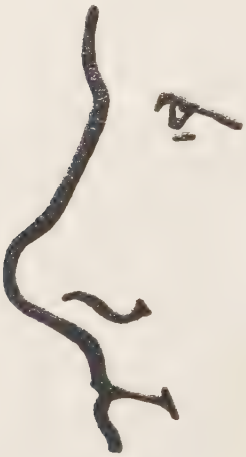



**Figure 134**

This nose shows emotions and impulses overiding judgment and foresight. It also portrays, considering the maturity of the subject, lack of self-control and of the deeper intelligence. At times it may be full of spasmodic energy, but lacks steadiness of purpose.

This nose also has large observation powers "but is not apt at condensing and concentration of thoughts resulting from observation."

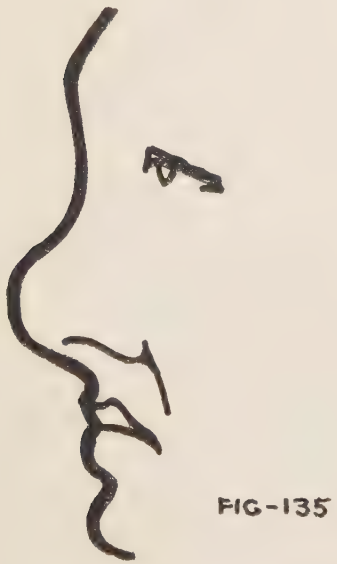



**Figure 135**

This nose lacks force and energy, it is inclined to the diplomatic approach. It finds difficulty in concentrating upon a subject until it is completely mastered, or in arranging ideas and clear conceptions.

Its owner should apply himself to the study of one thing at a time for his mental visions are uncertain and indefinite.

It is not easy for him to recall the past.

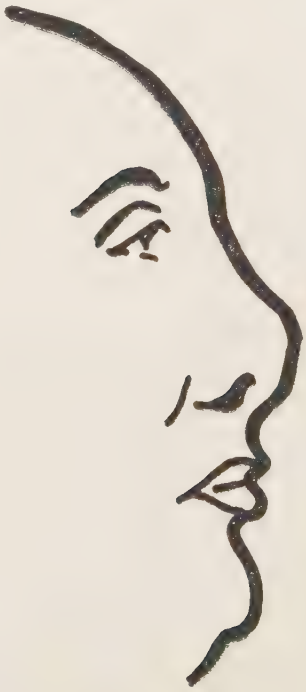


FIG 136

THIS NOSE SHOWS ONE WHOSE INCLINATIONS RUN TOWARD THE APPETITES. IF THE NOSTRIL ORIFICES SHOW PLAINLY A COMMON PLACE MENTALITY IS INDICATED.

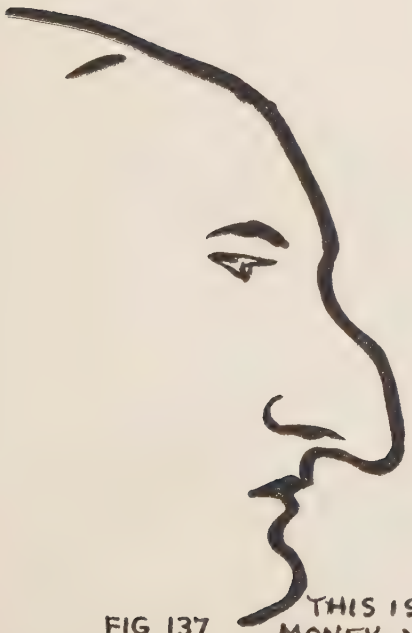


FIG 137 THIS IS THE MONEY NOSE.

THE OWNER WILL DEVELOP HIS TRADING INSTINCTS TO THE N-TH DEGREE, AND IF HE ENTERTAINS LOW-BROW TASTES, WILL HAVE NO OTHER OBJECT IN LIFE BUT TO ACQUIRE MONEY, AND THAT, NO MATTER HOW.

FIG 138 FIG-139

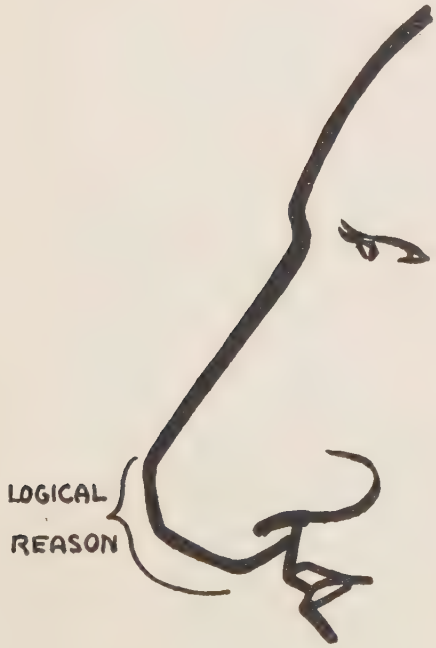



**Figure 140**

This is the "rational" nose of logic, greatly accentuated, if the forehead is high, with either a plain or slightly convex profile.

**Figure 141**

The sympathetic nose is a "kindly-feeling" member. It indicates that its owner possesses a spirit of kindness, of diplomacy and of "easy-goingness" rather than of resolute will, unyielding force and power.

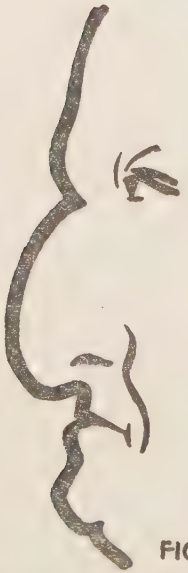


FIG 142

THIS TYPE OF NOSE PAYS LITTLE ATTENTION TO THE CONVENTIONS, OR TO THE WISHES OR RIGHTS OF OTHERS. IT IS VERY EVASIVE & SIDE-STEPS ANY INQUIRIES IT WILL NOT SUBMIT TO CROSS EXAMINATION.

FIG-143

THIS NOSE CARES LITTLE FOR EITHER THE COMFORT OR DISTRESS OF OTHERS. ANY ACTION THAT MIGHT OFFEND OR HURT OTHERS DISCOMMODES THIS NOSE VERY LITTLE. IT'S OWNER CARES LITTLE FOR THE INTELLECTUAL COMPANIONSHIP OF OTHERS.

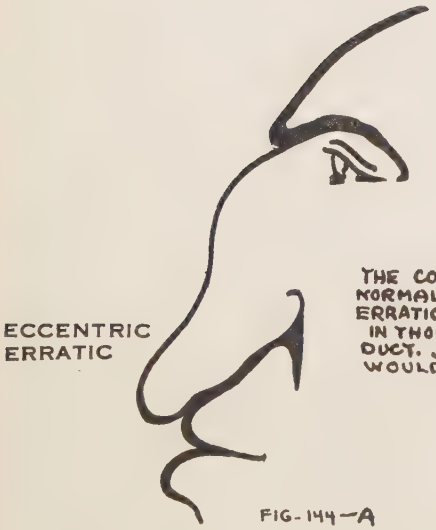

ECCENTRIC
ERRATIC
THE COMBINATION, ABNORMAL NOSE. IT IS ERRATIC & ECCENTRIC IN THOUGHT AND CONDUCT. JUST AS ONE WOULD EXPECT.

FIG-144—A

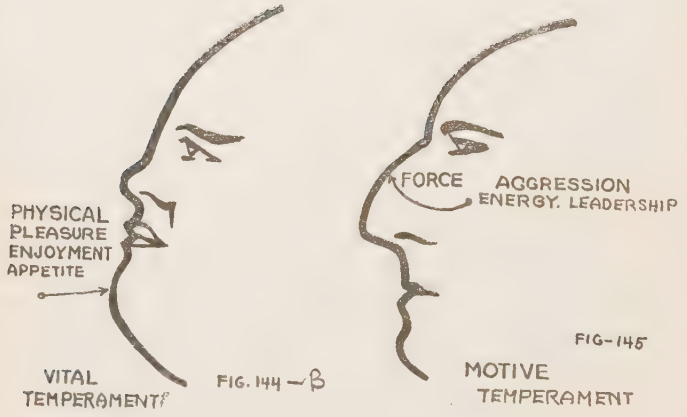



**Figure 144B**

The vital temperament (Fig. 144B) is expressed in love of pleasure—its possessor is the enjoyer, and gives vent to appetites of various kinds.

The motive temperament (Fig. 145) has in it much to be commended providing the brain is sufficiently developed.

## INTRODUCTION

## THE FIVE HUMAN TYPES

Science has now divided man into five definite human types, namely:

ALIMENTIVE—Vital, Abdominal, Nutritive—for Assimilation and Replenishment. Plump, adipose—slow, sedentary, dictatorial. (Fig. 1.)

THORACIC — Respiratory — for Circulation and Purification. Flushed, florid—glowing, animated, physiologically excited, hustling. (Fig. 3.)

MUSCULAR—Motivated, that is, always acts from a defined motive—for Activity and Accomplishment. Rounded, smooth—active, definite, graceful, emotional, hasty. (Fig. 5.)

OSSEOUS—Skeletal, Bony—for Leverage and Equilibrium. Angular, rough—stalky, slow—stable, deliberate. (Fig. 7.)

CEREBRAL—Brainy, Mental—for Integration within and Adjustment without.

Slender, pointed—wiry, reflective, theoretical. (Fig. 9.)

Excess in any one of the foregoing makes for peculiarity of disposition and character, according to the types as outlined in this book.

The first section treats of the five fundamental human types. You are to bear in mind all through the discussion, that there is being presented a pure or extreme type which, of course, is seldom found. Nearly every individual is a combination of at least two and often more than two types. It will, therefore, be necessary to have a knowledge of the extreme or pure types before you learn the combinations.

# CHARACTER ANALYSIS
# HOW TO READ PEOPLE AT SIGHT

## CHAPTER I
## THE ALIMENTIVE, VITAL OR ABDOMINAL FORM

### Description

In the Alimentive or Vital type (Fig. 1) the abdomen—in which lie the organs of digestion, assimilation, and nutrition—is more highly developed than any other part of the body.

The Alimentive person is small boned, with small hands, small feet and small head. He is covered with layers of fat. The outlines of his body are rounded. He has a small round head (Fig. 2A), round shoulders, plump hands and feet. Layers of fat seem everywhere. He has dimples on his hands (Fig. 2B) instead of knuckles, and usually a double chin.

The Alimentive always has a soft, clear, smooth skin.

He has such a large and well constructed digestive system that most of his energy is spent in eating and digesting his great "spreads",—therefore, the fat. He delights

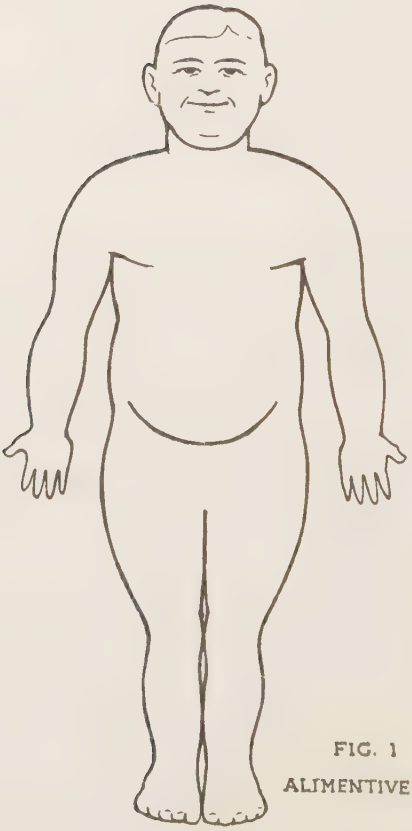


FIG. 1
ALIMENTIVE BODY

in eating the richest of foods, the starches, sugars, pastries and desserts of all kinds.

Because he lives to eat, he develops an abnormal amount of fat so that his neck, elbows, wrists, shoulders, and even his lips and nose show the rounding of the layers of fat. He has a full, sensuous mouth, the eyes are round with a youthful expression.

He has the features of childhood. You will notice the youthful mouth and very often the small nose have an appearance of immaturity.

The fat man is physically the baby of the race.

Because of the large body, the small head and a pudgy, large, fat neck he may appear badly proportioned, because of the small head upon the large body. The entire build of the fat man is on circular outlines and whenever the circular outline in the body predominates we find the Alimentive tendency or type.

In short, a highly developed nutritive system, the presence of fat around the girth or the hips, circular outline, small round head, rolling flesh, rounded and pudgy feet, a happy expression adorning the face, sometimes immature features, present the physical outline of the Alimentive man or woman.

FIG-2-A ALIMENTIVE FACE



FIG-2 B-ALIMENTIVE HAND

### Adaptable—Agreeable

The fat man is the most adaptable of all of the types. He dislikes argument, discord, contention or strife of all kinds.

He has so much weight to carry around with him that he is not active on his feet or with his muscles. The walk of the pure Alimentive is somewhat of a waddle. He may not know this or admit it, but watch the next fat man when he walks. He would have a hard time trying to make a living, by using his muscles. So, in order to have the good things of life in which the Alimentive delights, and in order to make his living, and obtain his comforts by the efforts of the other fellow, he must make himself agreeable, affable, sociable and adaptable.

### Business

If he is not built to do hard labor himself, he must get the other man to do his work. He, therefore, becomes the manager of the race. To be a good manager you must be even tempered, of good disposition and affable manner. So the fat man develops these qualities to a greater extent than any other of the types.

### Comforts

Whether he is a poor man with last year's suit or a rich man with the latest style, he sees to it that there is plenty of comfort in his office, work shop or home. Everything with which he is surrounded bespeaks the taste of a man catering to his comfort.

His home will have the big "father-at-the-head" chair, leather rockers and comfy davenports. He is particularly interested in the comforts of his bed. Next to eating he spends most of his time in sleep. Because much energy is used in digesting the tremendous amounts of food the fat man eats, he spends more time in sleep than any of the other types, and desiring comfort, he is sure to see that he has a good spring, soft mattress, and plenty of downy pillows.

If a group of people enter a room where there is but one arm chair, the fat man won't make a mad rush for this chair, but somehow or other he graciously makes his way thither and manages to reach it before anybody else in the company.

He is the man who goes in both for the comforts of life and the luxuries. He desires these because of his physical make-up. (We

might add his mental make-up.) He spends so much of his energy eating and digesting his food that he puts a heavy tax upon his whole physical make-up, especially his heart, so that he does not have any surplus energy for physical activities. This makes him appear to be lazy, which is not of necessity true. He has so much human baggage to pull around with his heart engine that he spends as much energy in merely transporting his anatomy as some of the more slender types spend in chasing tennis balls. His overworked heart, often gives way at an early date. He, therefore, seldom engages in any kind of sport.

### Sports

He may go out for a game of golf but seldom participates in any of the more active sports.

Perhaps the fat man's favorite sport is a ride in an automobile, and although some Alimentives may like golf they are the exception and care little for walking. They would rather take a street car if for only two blocks.

### Clothes

He is not so given to following the fads, styles and changes of costume as some other

types, although, if a well-to-do fat man, he wears the latest clothes with the intent to put on a "good front," but these latest styles always are so cut and fitted as to produce comfort.

### How to Sell Him

In short, everything for the fat man must be constructed for comfort. Therefore, if you were a salesman and going to sell the fat man an automobile, clothes, furniture or anything else, you would want to appeal to the fat man's comfort. He wouldn't be interested in any new-fangled fads or fancies, colors, shapes, styles or designs. In your selling talk if you can appeal to the fat man's comfort you have a chance to sell your goods. He isn't interested in durability, in theories or styles. Comfort is the keynote of the Alimentive.

### The Enjoyer

The Alimentive may be called the "enjoyer of the race" because of his big rotunda always filled with the richest and best of fat-producing foods, which have a tendency to produce inertia, both in mind and body. The fat man

hasn't any surplus strength for physical or mental exertion.

### Weather

The Alimentive is very susceptible to climate, especially cold weather. His home is going to be comfortably warm or overheated if anyone's is. He likes warm rooms, comfortable chairs, easy beds and warm clothing. Notice the next time you have a little squall of cold weather, if the first man to put his overcoat on isn't a fat man.

### Millionaire Type

Most of the rich people of the world are Muscular-Alimentive, — or Mental-Alimentives. The millionaire type is Muscular-Alimentive or Mental-Alimentive. Where the Alimentive tendencies are balanced by the Muscular or the Mental the fat man will put in any amount of brain energy and good licks of mental activity to see that the other man is on the job.

We should not get the idea that the Alimentive is indolent. We mention elsewhere, should he not have the Mental, Muscular or Thoracic combination, he may become the town loafer.

That is the extreme Alimentive type, and there are very few extreme types. It should be borne in mind that even though the Alimentive does not spend his energy in physical exertion, and though he does not care to spend it in deep thinking along philosophic, economic or reform lines, yet, he does spend an infinite amount of energy and brain power, planning work for himself and others, to get the comforts and luxuries which his heart desires.

### Doesn't Look for Trouble

He is so constituted that he isn't looking for trouble and if trouble should try to meet him he crosses the street and passes by on the other side. He is too much concerned in having a good time, in getting good things to eat, comforts to enjoy and luxuries to revel in, to take time to worry about anything.

He will even forego leisure when necessary in order to supply these desires. He knows how to play, and enjoy luxury, but he will often forego many of the pleasures of life to apply himself, both in terms of brain energy and hours of work to keeping together his organization, and in planning for himself and for others.

His energies and his brain power are spent conservatively.

### No Worries, No Miser

You never saw a fat man who was a worrier, just as you never found a fat man who is a miser.

He may be automobiling and be overtaken by a message telling him that his business of a lifetime is going up in smoke, but that wouldn't upset the Alimentive. What's the use—there will be lots more business to get after you're dead. He probably would finish his automobile ride and eat a four-square meal before looking into the details of his loss.

### Conserve Energy

He is a conserver of emotions, conserver of everything. This is why he is usually so successful. He bears no hatred and does not know what it is to have a grudge. He therefore does not burn up his energy, put his nerves on edge or become nervous.

### No Hatred or Jealousy

He doesn't believe in wasting energy in hatred, envy or jealousy. If he doesn't like you he'll not take the trouble to show his feelings. What's the use, there is too much

strength spent, too much energy wasted, too much nerve tone destroyed in the effort. He merely avoids you and sails smoothly on the even tenor of his way in all dealings with his fellow men.

### Manager of the Race

The world pays for head work, not hand work; managerial talent, not manual effort. Therefore, we all help the fat man to rise to the top by doing work for him because he wins us over by his easy going, good natured, lovable disposition.

### Disposition

He seldom loses his temper, except when he is hungry or when he is sleepy—other evidences of his immaturity. A healthy baby ought never to cry if well nourished and given plenty of sleep. Give the fat man plenty of good eats and much sleep and he is as sweet in disposition as a cooing baby.

This is one of the qualities which make the Alimentive a successful business man. He does not burn up his energy or run down his batteries through temper, emotion, anger, spasmodic fits of temperamentalism or worry.

The fat man is the originator of the phrase "forget it."

### Mixer

A good mixer, he doesn't mix in quarrels of any kind. The Alimentive is wise in knowing that quarrels are expensive, even for the richest of people, so he sails serenely down the tranquil stream of life, shunning the waterfalls of quarrels, misunderstandings and strife.

Being a good mixer he makes a splendid politician and you will find this type of man playing political ward boss and even manager of a presidential campaign.

### Love

He has the pure, affectionate love for children as well as love for the opposite sex. Therefore, when he goes out as a vote getter, he wins his way into the hearts of the mothers and fathers, because of his kindness and tenderness toward the children. He doesn't do this as a matter of policy, but because it is his natural make-up and temperament. He just loves kids and the kids know it, and the parents catch the vibration. If you want to win the hearts and the votes of the parents,

sidle up to the kiddies in real old-fashioned, honest-to-goodness-kid-love-style and you win father, mother, kiddies and votes.

### Plays and Books

Just as he doesn't expend his energy in worry and temperamental emotionalism, neither does he spend much time reading, studying, at lectures or attending problem plays.

### No Reformer

He doesn't have time to think about the whys and the wherefores of life or of the social, economic or political problems of the day. He is engrossed in getting the other man to work for him to make money, and in order to do this, he spends all his time and energy getting money. He hasn't time or energy therefore for discussing problems or planning how to better conditions.

What's the use? Life is too easy for him. He follows the line of least resistance in every particular. You couldn't make him angry if you tried. If you said something to upset him or disturb him he would respond by smiling and telling you a story.

### The Jollier

The Alimentive is the jollier of the race. He is not interested in the more serious side of life. Let the other fellow look after that, says he.

### Story Teller

Not only is he the jollier but he is the joker and joke-teller. He is always ready with funny stories, ready to spring them at the first push of the social button. He is full of personal reminiscences, always of the jovial type. He has no troubles of his own; that is, he does not recognize or brood over them, and therefore never has any troubles to tell others. He dislikes the grumbler, fault-finder or trouble teller to camp on his trail. In fact, the man who has troubles to tell won't be on the trail of a fat man very long. If anybody ever tells you "tell your troubles to the policeman," it's the fat man and he'll be sure to find some way to slip away from your trouble-telling.

He has no time for the theorist, the faddist, or new schemes to better the conditions of man. Anyone who spends his time bringing in a new day of reform in any way at all is to

the Alimentive a faddist, a theorist and a crank. He doesn't have time to discuss such matters with a "crank" or anyone else for that matter.

### How He Gives

If he had an appointment with one of these men who is carrying a reform burden, and who wanted to meet the Alimentive to tell him of the new day about to dawn, the Alimentive would invent an excuse to have an appointment somewhere else. He is mostly concerned about himself and his own family. True, he is not stingy and if a well-to-do Alimentive were asked by a benevolence committee to give to local, national or international charities, he might give because it is "good business," but not because he is concerned about it. He is so constituted that having made his way to the top of the ladder, and possessing money and influence, he thinks that the other fellow ought to look after himself.

### Kind, Hospitable

Despite this, the Alimentive delights in extending favors to others and in showing kindness and hospitality. This makes him a human

magnet attracting people to him socially as well as in business. The vibrations of his kindly, gentle, hospitable, favor-extending temperament attract friends and money to him.

### Social

Any social group that is having time hang heavy on its hands will always be greatly stimulated the moment an Alimentive makes his appearance. Gloom is dispelled. The icy atmosphere melts and the rate of vibration is instantly raised.

A good disposition is one of the best assets in the social and business world that anyone can have. The Alimentive more than any other type possesses this. It is his strongest social asset.

He should, however, guard against the indiscriminate use of flattery and other more or less apparently innocent deceptions in gaining his ends.

### The Family Man

Whenever he gives, he gives as a matter of policy except in the case of his family. Here he is a typical family man. The things that

he desires for himself he wants his whole family to share. He is often over-indulgent to an extreme, even if he is a man in moderate circumstances or poor. He indulges himself and his family. They have everything in the market that is good to eat, and every requisite in the home that is comfortable, and every luxury in the world whenever he can afford these things. He is as lavish in giving good things to his family as he is in spreading them upon himself.

### Indulgence

This is very often a handicap to the children. In his desire to make his family comfortable the Alimentive is prone to lavish too much upon his offspring, thereby teaching them to become indifferent to others, indolent or spendthrifts.

Indeed, this is one of the weakest points of the Alimentive; his spirit of over-indulgence, which sometimes even strains the domestic tie to the point of exasperation.

### Family Life

Alimentive mothers like to play with their children, no matter what their age.

If you notice families in which the children have ponies, carts, kiddie cars, and toy automobiles, the parents probably have Alimentive tendencies.

### The Boss

We have said if he is combined with the Muscular, the Mental or Mental-Muscular, the Alimentive may become a rich man, but wherever he is, you may expect him to become the boss, foreman, manager or superintendent of the plant.

### His Greatest Weakness

Where he lacks ambition, he probably gravitates to the lowest type of the poor man, too lazy to turn over his hand, to get the food to feed his fat man's appetite. In this case he becomes the town loafer and probably his relatives support him or wife takes in washing to keep the pantry supplied.

His greatest domestic weakness, if poor, is his tendency to be dependent upon and supported by near relatives, especially his wife. He should learn to carry his own due part of the family's burdens and responsibilities.

### Gets His Start Early

The Alimentive seldom finishes high school or college. School work involves too much mental fag and exertion. He therefore early quits the school room and seeks a paying position. So he starts in business earlier than most of the other types and because of this, gets a better start in life, often many years before other men. By the time other men of his own age are through school and ready to take up their business or professional careers, he is fairly well established in his vocation.

This is one great advantage the Alimentive has over so many of the other types. The commercial world doesn't pay for sheepskins or diplomas. It pays for practical knowledge and experience in a specific groove or channel. Just because a man has a college education is no passport to preferment in a business concern.

### Going Up

Going into business while he is young, being affable and adaptable, with the spirit of making himself liked by everyone, he soon gravitates to the boss-ship. He may be the last man

in the house to get a job but he will be the first man to be the foreman. He just naturally lifts himself from the bottom of the ladder toward the top because of his jolly and affable spirit, and while others work hard and look on, he gives orders and they wonder why, but they like him so well that they are glad to obey them, so he is soon well established in the foremanship. Here he is such a success, because of his easy going manner, his desire to keep away from difficulties, and avoid strife, entanglements or misunderstandings (he'd smile himself out of any of these), that he wields power, secures loyalty from his men, devotion from his employees and good work from all. From the foreman he gravitates to become in turn superintendent, manager and president.

### Attracts Friends, Business and Money

Because the fat man has the ability to make people like him he is able to attract friends, business and money. Every big business house that deals with the public ought to have one or more fat men in positions where they can meet customers or the public.

### Weakest Business Point

The weakest point, probably, in the Alimentive's business ability is his inclination to sidestep or evade certain responsibilities which may seem heavy or insurmountable to his peaceable, easy-going, cheerful, non-combative nature. This is the child spirit cropping out. Should any calamity come, he wants to escape punishment and to avoid the task of straightening out the trouble.

### No Speeder, But O My!

The fat man can't speed up like the Muscular or Thoracic, but he will very often get as much or more done than others who burn up their energy in needless exertion.

Whenever the Alimentive desires the luxuries of life ardently enough, he is going to make his way to the top of the business world.

### Ambition

The typical Alimentive, however, has little ambition. It is when the Alimentive is a combination of other types that he has ambition and the energy, backed by the determination, to become a captain of industry.

### What He Should Do

If you should have an Alimentive in your employment, don't give him hard, muscular or manual work to do. Assign him to a place where he can direct others.

Should you be dealing with this man in a business way, you should strike straight from the shoulder and let him know you expect him to live up in every way to his business promises and obligations.

Not only should the Alimentive attempt to develop his brain more than he does, he should take more interest in the serious and problematic side of life to develop the more sturdy characteristics within him.

### Mechanics

The Alimentives, because of their build and make-up, are poor, frequently lazy mechanics. Their mental efforts are apt to become confused because the necessary physical exertion is so disagreeable.

### Housewives

Because of the difficulty the ordinary Alimentive has in carrying around so much surplus flesh, Vital women often make indifferent

housekeepers, as exertion in their case is unpleasant to mind and body. This coupled with a lack of ambition in the pure Alimentive is evidence that a pure Alimentive should seldom marry an Alimentive. This will be taken up later in the book and discussed at greater length.

### Buck the Line

The pure Alimentive should be careful not to seek too many easy jobs for if so he has the tendency to gravitate to the bottom of the ladder and in time become a ne'er-do-well. He therefore should learn to buck the line, swim against the tide and paddle his own canoe in rough water.

### Amusements

Being an enjoyer, he likes a great amount of amusement and entertainment. He delights in comedy, cabarets, girl shows, and vaudeville —at these he doesn't have to think much.

### Luxuries

The fat man uses and buys more automobiles and yachts, and employs more chefs than any three other types combined.

### Shows

When he goes to a show he wants to have little to think about. Therefore, the problem shows do not appeal to him and seldom will you find him attending them.

It is a "tragedy" to him to go to tragedy. Seldom will you find him at a lecture or a symphony.

### Not for "Isms" and "Ologies"

It is harder for him to listen to long speeches than for any other type. Remembering that it is strenuous work for a fat man to listen to speeches, that his benevolences are prompted more by business reasons than any other, you will see that the fat man does not care much for church with its creeds and dogmas, "isms" and "ologies," unless perchance it might be for business reasons. Remembering that he cares not for reforms or new theories, you would not expect to find the fat man in the ranks of the radicals and you would be right. If you did find him there it would not be for the purpose of championing any cause.

### Music He Likes

Nearly all Vital people delight in music but they want the simple, easy, and natural kind. Love songs and tunes of harmony are most popular with them. The elementary tunes and melodies, or anything that's easy to learn, easy to sing, and easy to play are their favorites. That's one reason why ragtime and jazz have a great following among the Alimentives.

### Singers

Many of the world's greatest singers and musicians have been of the Alimentive type, but this has occurred when the Alimentive is combined with the Muscular or the Thoracic—John McCormick and Caruso, for instance.

### Reading

The Alimentive's reading must be light, the same as his amusement, entertainment and music. He buys a smaller number of books than any other type of people. Nearly any book dealer or second-hand store bookseller will tell you that seldom does he sell a book to a fat man. The Alimentive gets most of his information by observation, story telling, ex-

periences and talking with other people. It is easier for him to get others to impart to him the knowledge they have gained, than to dig it out himself.

### Movies

He particularly likes the movies because he can go when he pleases and leave when he chooses. It is work for him to go to a theater ten minutes before the curtain goes up and sit until the orchestra begins to play. He can see the funny side of everything in the movie, from the clever wording of the scenario writer to the slap-stick, hit-me-in-the-face-with-a-pumpkin-pie-roughneck comedy.

### Everybody Likes a Fat Man

Everybody likes a fat man because he makes himself so pleasant and agreeable, so when the actor on the stage has a joke to spring on someone in the audience he always picks out an Alimentive. It would be tragedy should he try to play a joke on an Osseous, who in temperament is quite the reverse of the Alimentive.

Others laugh at fatty in the theater and out of the theater. Fatty is the inspiration of

laughter from the kindergarten to the grave, so he smiles and laughs while others laugh at him and thus attract to himself friends, admirers, business and fortune.

### Circus

The circus is the Vital man's favorite amusement. In fact, he likes more than any other type to be amused. Here his mental immaturity crops out again. We have to amuse the baby and the youngster. The fat man, no matter how old he may be, still likes to be amused, petted and waited upon.

He, therefore, has a tendency to pout and take out his resentment in childish ways.

### Comedy

Of all amusements give the fat man comedy. He'll see comedy anywhere. He'll sense it before the other man knows it is on its way.

### Conversation

His conversation likewise is not too serious. He seldom dwells upon the philosophical or the speculative problems of life. While he can tell stories and anecdotes, amuse and en-

tertain by jollying, he is seldom a brilliant conversationalist. He would rather win friends, attract admirers and get business by his jovial manner, stories and anecdotes, than to take the time to develop a large vocabulary or acquire scientific, economic or philosophical knowledge.

Each man gets out of life what he puts in it and gets what he most wants. The fat man likes friends, pleasant surroundings, an easy time, comfortable conditions, luxurious environment. Most of the Alimentives get these and get them in their own particular style and manner.

He is the typical traveling salesman and business man. Whenever you think of a "drummer" your mind instantly visualizes a jovial Alimentive with a smile on his face, an order book in his pocket, a grip in his hand, ready to win his way into the customer's heart.

### The Traveling Man

He makes the best kind of a salesman, for salesmanship requires a particular mentality and personality. He is the jovial story-teller, and has the good-natured, kindly, hospitable

manner which makes the ideal personality for the sales and business world.

### The Optimist

He is chock full of optimism and may be called the optimist of the race. You couldn't get him to concede it was dark if we had a total eclipse for a year. The keynote of his attractive personality, lovable countenance and cheerful disposition is optimism spelled in capital letters. You never in all your life saw a pessimistic fat man. They "aint" made that way, but good friend "fatty" never makes a reformer. Reformers as a rule have to spend too much time working for the other fellow. Our lovable Alimentive loves himself too much to be spending his time and energy, brain sweat and brawn, putting over any new fangled ideas.

### Does Not Worry

He has no troubles, in fact he doesn't know what trouble is. He smiles at the fault-finder, jollies the crabbed, sings over his own losses, joshes his competitors, and kids himself.

### Does Not Hurry

As he never worries neither does he ever hurry. The more hurry the less speed is very applicable to the fat man's habit of living. He has few motions of any kind, muscular or mental but every one he makes counts. His movements are slow in every particular, conserving strength, energy and allowing plenty of time for brain and mental decision.

### Short Lived

Until about forty his health is usually good, but later he pays the price of overeating. Disease may prematurely undermine his health and carry him off quickly. Most Alimentives of the extreme type die before fifty years of age. Few ever live to be eighty.

Statistics of insurance companies show that extreme types of Alimentives carry from thirty to seventy pounds overweight. The heart is overworked, the whole digestive system is running on high gear all of the time. Too much exertion causes the life engine to burn out.

### Over-Eaters

If you are a typical Alimentive you will not be bothered by an insurance salesman. The insurance companies have too accurate a tab on the life and death of all types of people. Alimentives are not considered good risks, but they don't believe everything they see in print, so they continue their merry life without taking any cognizance of the fact that their overeating is shortening their life. Therefore, although he drives coffin nails into his own bier by stuffing sweets, starches, and pastries into his alimentary tract, he generally has a look of health and contentment until about forty years of age.

As previously stated, he usually lives in good health until early middle age, but then he pays the price of his overeating. He is, therefore, subject to pneumonia and diabetes, and should the Alimentive be a combination of the Thoracic, he will be inclined to have high blood pressure and may die of apoplexy.

During the Spanish Influenza epidemic more fat people died than all other types, for in pneumonia and the flu, the big question is how long will the heart hold out. The over-

worked hearts of the Alimentives succumbed all too readily to the dreaded post-war plague.

The fact is the Alimentive digs his grave with his teeth. He is always going or coming from eating and eats quantities of rich ice cream, sodas, lobster, candy, meats, fats, pop corn and tidbits.

### Soda Fountains

The next time you go to a soda fountain notice who buys the sundaes, parfaits, the big banana splits, cherry specials, whips and rolls. There you'll see the fat man getting away with his. Next to him you will see his skinny brother sucking lemonade or a phosphate through a straw.

### Cafeteria

Go to a cafeteria and watch the people as they fill their trays and walk to the table to partake of their meals. You will find the fat man with his tray heavily laden with cream, butter, rich food, pastry, fats and starches. These increase his weight and put an abnormal amount of work upon his heart.

That is one reason why the Alimentive never becomes emotional. It is a matter of self preservation. With the great load his heart

has to carry, should he become unduly emotional, he might drop dead. Therefore, nature is kind to him in that it does not allow him to become excited. His heart has enough to do to carry his big body without being speeded up by emotionalism.

His splendidly equipped digestive apparatus is well oiled with plenty of butter fats and starches, but although he is so well equipped to digest more than others, the oiling is also offset by sand in the bearings of his physical machinery—too much of the good things to eat, too much work on the heart, too much fat and an early death.

### What's the Use

But you can't stop the fat man's march to his grave. It is more like a march to a wedding feast. He is either going to or coming from the table all of the time and so constituted that he doesn't worry or hurry. What is the use of thinking about an early death? He is going to live while he is at it and he usually is at it all the time.

I have an Alimentive doctor friend who boasts that he enjoys twenty-four biscuits for breakfast besides four to six eggs and a piece

of beefsteak with sundry other dainties, and two or three cups of coffee. He had to give up his practice for six months. He had rheumatism, caused by too much eating, but as soon as the rheumatics were healed and he was able to get back to the practice of his profession and to his old habits, he went at his heavy eating again. He said he would rather live on the fat of the land while he was living, and enjoy his fat living while he was fattening on his living, than to live to be a hundred and be skinny.

**Live to Eat**

Another friend of mine whose health was ruined at the age of forty-five, who had to go to a hospital and undergo an operation and perhaps who never will be able to get back to his professional duties "in toto" again, has told me many times as he sat down to a piece of beefsteak six inches long and four inches wide, with all of the other stuffing, accessories, etc., piled knee deep on the dishes surrounding his plate, that when he died, he "wouldn't be in debt to his belly." But his belly has put him in debt to the doctors and cancelled his interest in living. If you want to interest a

fat man, get his attention, and bind him to you by hoops of steel, you can do so by talking "eats." Introduce the subject, tell him the good things you have had to eat and then induce him to unload on you the story of what he has eaten, what he is eating, and what he hopes to eat, and you have the eternal friendship of the Alimentive.

If you ever invite an Alimentive to your home if you would get his "eternal friendship," invite him around meal time. Have your table heavy laden with all of the good things of the season, gormandize yourself and stuff friend fatty, and your friendship is cemented. Then you may get up and sell him anything you have to unload—maybe.

### Sleep

After you have fed him well, if you want to keep his love and admiration, don't keep him up too late. He likes to slip home early, enter his comfortable, warm room and climb between the downy quilts, hang all of business cares on the hatrack, and be dead to the world 'till the mocking birds have finished their song in the morning. He likes sleep. Don't shorten

his rest period if you want to keep him your friend forever.

Persons of the Abdominal shape should be especially careful not to overload the stomach with food, but a word to the wise is not always sufficient to the fat man.

### Food, Brain, Health

Food, when introduced into the stomach, allays the passions, and by calling the vital energies to the work of digestion, produces an indifference to mental action: hence the importance of setting apart proper hours for thought and study. Whatever power is used in digestion lessens that necessary for the brain. Thousands of lawyers, clergymen and merchants make preparations for their funerals, by rushing into mental labor on a full stomach. A clear brain and a clean stomach are so nearly synonymous, that a sermon on health might be preached on that text alone.

Napoleon attributed the loss of a great battle to the fact of his having eaten something which did not agree with him just before attacking. Charles VI, Emperor of West Austria, ate a dish of mushrooms that caused acute indiges-

tion, and his death. The destiny of kingdoms sometimes hangs in the balance, which a full or empty stomach may turn in one or the other direction. To eat reasonably is to eat moderately the food best fitted for mental and physical activity. Fatty or carbonaceous substances taken into the system serve only to maintain warmth, and fulfill no other purpose than the coal does in our stoves.

To sum up the Alimentive's weakest and strongest points:

## SOCIAL

| Strong Points | Weak Points |
|---|---|
| Approachableness. | Tendency to flatter. |
| Optimism. | May gain his ends by flattery and innocent deception. |
| Sweet disposition. | Self indulgence. |
| Affability. | Over-eating |
| Hospitality. | Over-sleeping. |
| | Under-exercising. |

## PHYSICAL

| Strong Points | Weak Points |
|---|---|
| Strong digestive and nutritive system enable him to eat almost anything. | Too much eating inclines to produce inertia and overtaxes his vital organs, especially the heart. |
| Nearly everything that he eats agrees with him but makes him fat. | |

## EMOTION

| | |
|---|---|
| Manifests little or no emotion. | Inclined to pout and has a tendency to become spoiled. |
| Can always see the bright side of life and the silver lining. | |

## BUSINESS

| | |
|---|---|
| Sociability. | His inclination to avoid misunderstandings and troubles may weaken him to such an extent that he may form the habit of evading responsibility — getting out from under business entanglements and difficulties. |
| Hospitality. | |
| Even temper. | |
| Affability. | |
| Able to plan and command. | |

## DOMESTICITY

| Strong Points | Weak Points |
|---|---|
| Love of home, wife and children. | Liable to indulge his children by showing them too much kindness. |
| Easy going. | Love of ease and comfort, renders him liable to become too self indulgent, to become over fond of comfort and luxury. |
| Even tempered. | Love of ease may produce indolence. |
| | Too much indolence may promote a tendency to be dependent for support upon family or relatives. |
| | Inclination to get out from under responsibilities. |

## BUSINESS

Every business house that deals with the public should have at least one well-balanced fat man near the door of the establishment to greet prospective buyers and all comers.

His genial spirit, jovial manner, optimistic bearing, sociable agreeableness will be worth more than many "thinkers".

In dealing with a fat man do so on a strictly business basis; let him know at the beginning that you expect him to keep his word in every particular; that you expect fulfilment of promises he has made. If he has not just what you bargained for, he may if you are not careful, lead you into believing he has something "just as good".

Whenever the Alimentive predominates in a person then there will be many of these characteristics in the person, no matter what other combination of types form the composite of the individual.

## NOTES

## CHAPTER II
## THORACIC

### Respiratory, Circulation and Purification, Flesh, Florid, Glowing, Animated, Rustling, "The Thriller"

**Description**

This term is taken from the word thorax, the chest cavity in which are located the heart and lungs—the home station or main plant of the breathing and circulatory systems.

A person who has a large development of the thorax will, you see, have a good heart—pumping station—big, active lungs. In order to have a house in the human body big enough for large circulatory and respiratory system, the chest, or upper part of the body, should not only be large in circumference at the top but longer than the ordinary. Therefore, the Thoracic person (Fig. 3) has a long waist, thus providing necessary space perpendicularly as well as horizontally for big pumping and breathing systems.

This not only houses the circulation of the blood, but is the laboratory in which is carried on the all-important work of purifying the

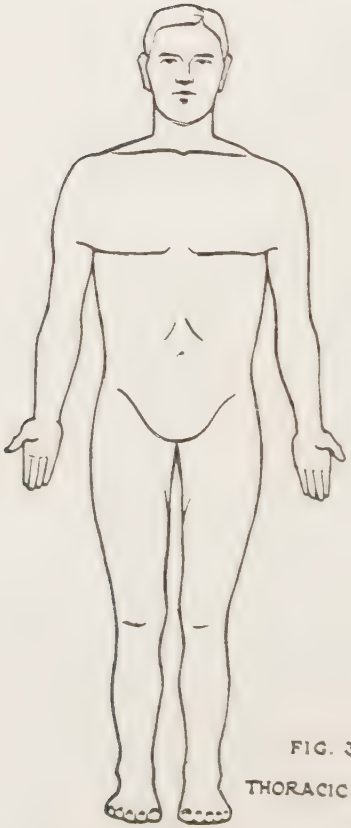


FIG. 3

THORACIC BODY

blood stream, so as to render it fit to become the life of the system. Impure or venous blood —impure because charged with carbon—venous because flowing through the veins—enters the right auricle of the heart, thence proceeds to the right ventricle, and is driven from that into the lungs, to be exposed to the influence of the air which has been inhaled through the trachea or wind-pipe. The precious, life-giving oxygen of the air seized upon, as it were, and burns the carbon of the blood, which now pure, warm and life-giving, is conveyed to the left side of the heart; while the impure air, called carbonic acid gas, is expelled from the lungs and breathed out through the trachea or wind-pipe.

In order that the large lungs may have plenty of air we should naturally expect that the entrance to the lungs would be correspondingly large. Therefore the Thoracic person is also known by large cheek bones set rather high in the face and of great width.

### Head

The Thoracic head (Fig. 4A) has the kite-shaped face, wide at the cheek bones, a little above a point midway between scalp and chin

B THORACIC HAND



FIG-4
A- THORACIC FACE

and then tapering gently upward to the crown of the head and, a little more accentuated, tapering downward toward the chin. This is the typical Anglo-Saxon head.

### Florid

You would, of course, expect the person who has a splendid blood circulation to have this manifested in the skin, giving the person a more florid complexion than the one who has a less active circulatory system.

The lungs, taking in plenty of fresh air and sending oxygen all over the body by means of good heart action, will naturally give a little redder tint to the appearance of the skin of the Thoracic. So the typical Thoracic has a ruddy countenance. He is a florid individual. This may even graduate into a slight flush or a complete flush. The Thoracic is the one who blushes. There may, however, be brunet Thoracics.

It used to be thought that the person who blushed was concealing something or afraid to express himself. This does not necessarily follow, for the Thoracic is one of the most frank and outspoken of individuals. He is inclined to blush because of the extra amount of blood

being pumped to all parts of his body, including his face.

The next step toward understanding the Thoracic lies in a study of his temperament.

### Highly Sensitized

This individual naturally possesses just a little more sensitiveness under the skin, producing a more sensitized feeling on the outside. He is, therefore, the highly sensitized individual. That means that all of his senses are more keen, alert, and responsive to sensations than those of any other type.

His sense of taste is more acute. As a rule he has a keener sight than others. The touch of the Thoracic is more sensitive and delicate and his sense of hearing is more alert. He lives more in one year than some types do in twenty. Some typical Thoracics, the "Thrillers," live more in five years than some types live in a century.

It is easy for anyone to understand how a person with a vigorous and full circulation will be more sensitive. Just try exercising violently for ten minutes until the heart is pounding and the blood is circulating through your body, wanting apparently to push itself

out of the skin, and then see how much more sensitive you are to the atmosphere, to sights and sounds and other conditions around you. The Thoracic is more or less in this condition of body all the time. His big lungs work like a large pair of bellows and his heart is always on the job pumping the blood purified by oxygen all through his system.

### Intuition

This person, sensitive in body, is also a little more alert, alive and sensitive in mind. He, therefore, has more intuition than the other types. If you hold a feather in the air, the gentlest breeze will sway the feather, but let a sapling be touched by the same gentle breeze and you would not know, save perhaps for the flutter of a leaf, that a breeze is blowing. So with the Thoracic. He is so highly sensitized that his mind is ever alert, and keen, a natural receiving station for the mental currents which are continuously being sent throughout the universe both by man and God.

He thinks quickly, acts quickly and is subject to such highly developed sensations that he appears to "get things" quickly. He is naturally a sensitive human photographic

plate on which are easily reproduced vivid feeling or intuitions.

### Receiving Station

This makes the Thoracic mentally and physically responsive to all thoughts of man and all thought currents sent from the Divine sending station of Infinite Love.

The Thoracic is the intuitive person. The Thoracic has more than any other types. He just naturally has this as a gift from nature as a musician has a talent for music, or the poet has a talent for rhythm, or the business man has a talent for commerce. And just as any one can by applying psychology understand music or rhythm or can develop the practical business methods in use by man, so can every individual develop his latent talent of intuition if he applies psychological laws to his task.

### Handsome

Whether or not the active heart, the large lungs, the long waist, the florid features, the kite shape face have anything to do with it, the Thoracic, nevertheless, is the most handsome of all types. He has long tapering hands

and long graceful feet, graceful in contour and action.

In determining a type, first look at the body form, the shape of the head and of the hands. Each type, in these respects, differs from the other types as pronouncedly as the temperaments of individuals differ.

### Red Head

A red-headed person is a Thoracic person. There are brunet Thoracics and blond Thoracics but every person with red hair has a predominance of the Thoracic in him.

### Freckles

Moreover, the person who has freckles is also the person who has Thoracic within him. He doesn't necessarily have to have freckles to be a Thoracic, but in anyone who has freckles the Thoracic predominates.

### Nose

His nose (Fig. 4A), therefore, will be a little higher, perhaps, and a little wider than the nose of other types. You will bear in mind that we are always outlining in these five human types the extreme, or hundred per cent

type, which is rarely found in any individual. Most of us represent a combination of types.

### Hands

Not only are the hands more tapering than other types but the middle finger is of extreme length as a rule and the skin rather pinkish in color. Of course, one may be a Thoracic without these elements.

### Feet

The feet are more tapering, graceful and beautiful than others, with rather high arches that lend beauty.

### To Recapitulate

Big thorax, containing large lungs and a strong heart, long waist with a big chest;

Correspondingly strong breathing tension, usually a high bridged nose;

High and wide cheek bones (the Osseous also has big cheek bones but the contour of the Osseous face is oblong instead of kite shaped);

Kite shaped face;

Florid features;

Long, graceful, tapering hands.

Long, beautiful, tapering feet with a medium arch.

**Height**

"In examining the lower animals we discover that those of similar bodily structure have correspondingly the same kind of disposition as man. Notice the similarity between lion and man. The lion has much magnanimity in his disposition, and fears no other animal; he is king of the forest and jungle. He would disdain to injure a mouse or small animal, unless in extreme hunger. Look at his face and observe what confidence, dignity and self-reliance he manifests, as much as to say, 'I would not stoop to a mean act.' It is a fact that such traits of character are possessed by this particular species of animal.

"Next, observe his anatomical peculiarities. We find that he possesses large lung power, and that his attendant channels of breathing are both large and wide. The cheek bones stand out prominently, the hips are small, but the shoulders are broad, with heavy mane. Wherever we find this connection, of breadth of shoulder and breadth of cheek or molar

bones, we shall discover great capacity of lung power, and the attendant character or disposition is the same in both men and animals. The lion gets in a rage in a moment, and regains his tranquillity the next; so it is with men who are of similar form."

### Admiration

We all pay for the things we most desire and work hard for our choices. The Thoracic is no exception. To be admired and perhaps envied is one of his desires. You can always tell what a person wants most—by what he does. What we want we go after, and if we want it badly enough we GET IT!

More than any other type the Thoracic likes to be in the spotlight in every activity of life; in this respect the exact opposite to the Mental or Cerebral type. In short, he is a "Thriller." Everything he does he does with vivacity, pep and action. He delights in being the center of attraction anywhere and everywhere. In order to do this he makes himself agreeable, affable, congenial, hospitable and sociable. Just as the Alimentive finds pleasure in going out of his way to show his hospitable spirit, so the Thoracic is delighted to go out of his

way to extend every courtesy and show every favor indicating his spirit to help charm, entertain or please others. That is why the Thoracic is so popular. Popularity, coupled with the love of rendering favors to others, means that the Thoracic has a great many friends and because he is always on the go and changeable, he is continually making new friends.

### Conversationalist

Having so much practice, coupled with the ambition to be charming, the center of attraction and prominent in the spotlight, gives him ample training for developing his talent of talking, so that he is a charming conversationalist.

Such a person is seldom dull. Therefore he makes good company in every circle of society, although he talks so much, both about himself and things in general, that he is sometimes called a "spouter," and because of his incessant talking he sometimes "gets on the nerves" of more staid types.

### Confidential

Because he talks so much, is such a splendid entertainer and lets his hearers get now and

then an inside glance of his personal life, he is inclined to become confidential.

### Frank and Open

The Thoracic is so engrossed in making friends, entertaining others, and holding the limelight that he tells more than some other types, and in his newsy way lets others read not only his thoughts but himself helps them to do so.

He is, therefore, a great one to tell his family, friends and the world what he intends to do next, where he contemplates going tomorrow and what he is expecting to do the day after.

While he is the charming conversationalist and the talkative chap, yet he is so wholesome, frank and open that he seldom stoops to gossip and never refers to that "other party" or "they say" or "have you heard?"

### Friends

He tells his private affairs—lets the world see much of his personal life. We are not so much interested in the President's Annual Message to Congress, as we are in what he had for breakfast. These little personal touches

the Thoracic gives to his hearers bind them to him like hoops of steel.

### Fame

Because he likes to be in the limelight, desires the approval of others, and delights in the approbation of friends and the multitude, the Thoracic forces his way to fame, while others dream about it. He wants it badly enough to pay the price. He works hard for his applause, but, like Edison, his work is turned into play by the alchemy of love for that which he does.

### Stage

Therefore you will see many Thoracics on the stage. The stage is the mecca of the Thoracic, as business and salesmanship are for the Alimentive.

Whether the Thoracic finds his place on the stage or not depends a great deal upon his mental ability and his spirit to stick it out.

### Artistic Dresser

Because he is desirous of gaining admiration and the approbation of others, and knows

that clothes have a great deal to do with first impressions, because, too, of his innate desire always to appear at his best, and his inclination to want change, the typical Thoracic is always your well groomed man.

Distinctive dress attracts attention and comments from others. As the Thoracic likes to have the eyes of others leveled at him, clothes are a great help to him in gratifying this ambition.

He helps to put over the new fashions. In clothes, as in the fad of hair dressing and things new in every line, he is always ahead of others. The man or woman who leads the vanguard in style is mostly of the Thoracic make-up, either predominantly or secondarily. Sometimes he may be inclined to overdo the latest fads and fancies of the fashions.

Besides this, the Thoracic has a most acute sense of sight and is, therefore, more sensitive to color and lines than any other type. The Thoracic has a keener appreciation of style and dress than the Muscular, Alimentive or other types.

He is always on dress parade, always putting his best foot forward, always at his best.

**Leads in Styles**

Therefore the hair dress of the Thoracic man or woman is always up to the minute. The Thoracic woman can wear almost any style of dress becomingly and when it comes to the matter of hair dressing any style becomes her with equal grace. The Thoracic is the natural model for the colors, styles and fashions.

Because of his thin skin, sensitive nervous system and delicate texture he is more conscious of roughness from every angle. He is, therefore, more fastidious in most of his manners and habits than any of the other types.

**Quick**

This type enjoys a change in everything. For this reason he is sometimes called vaccillating but that is not always really fair. He is so changeable in every walk of life, including his thinking, that he has done with one thing and is ready for another while some of the other types are only beginning to make up their minds what to do.

**Quick Thinker**

He is the quickest thinker of all the types. He seems to have an automatic think tank in

his cranium. Given any kind of problem of life to solve where it takes thinking, he hands out answers so quickly that he takes the more steady, staid and conservative types off their feet. They, not understanding the quickness of the Thoracic, may misunderstand him and wrongly assume that he is without staying qualities.

### Intuitive Deduction

He takes the problem that is to be solved, evidently passes it on to the subconscious mind, which, with apparent automatic action assembles the facts, classifies them, subjects them to analysis and hands out the answer—all in a twinkling.

### Plunges

The virtue of thinking quickly, of turning right about face quickly when he has made a mistake, so that he often remedies by his quick action what might have been fatal to others, is one of his weaknesses, as well as one of his virtues.

This plunging spirit, which is due to his quick thoughts and actions, often brings him

much unhappiness and sometimes failure to his plans.

He responds to his physical senses, and rushes into a situation which, when he has time to deliberate, he finds he is not prepared to handle.

In trying to right himself he gets the name of being vacillating.

Therefore, because the Thoracic is quick in thinking, quick in action, quick in replies, quick in offering suggestions, quick in everything, he appears to be flighty. But this is because he gets sensations from sounds, sights, smells, tastes and everything that he touches, much more rapidly and keenly than the rest of us. These sensations are sent to the brain, subconsciously transformed into decisions or actions, and the Thoracic is ready for the next move, for the next question to answer or problems to solve, while the rest of us sit on the side fence of meditation trying to get our thinking caps to work on a question which the Thoracic has already answered.

### Gets There

Because his mind can deduce more quickly than the rest of us—than other types, it does

not necessarily follow that he is a better thinker than other people. He, of course, makes more mistakes in judgment than others, but he can change his mind so easily in contradistinction to the Osseous type, for instance, that he may remedy his mistakes while the other fellow is trying to decide what to do.

### Vacillating vs. Stick-to-it-iveness

He is quick in everything, quick in his actions as well as in his thinking. Yet many Thoracics differ from all of the other types in sticking like grim death to a position that they may not like. Although he is quick in action and is very changeable, yet he wants the best that life can afford in every luxury and extravagance, so he will very often stick at a position which he does not like that gives him these good things. So you see it is not always fair to call him vacillating.

Whenever the Thoracic predominates in a person then there will be many of these characteristics in that person, no matter what other combination of types form the composite of the individual.

### Takes Chances

Because of his quicker actions and changeability he will therefore take more chances than any of the other types—chances in almost anything and everything. So if he is in the business world he will take more chances in business ventures than any of the other types. Because of this he appears to make more mistakes and more failures than any other type but this is scarcely fair to the Thoracic.

It is to be expected that a man who ventures more will make more mistakes and yet it is the man who tries something new, who is ever in the spirit of keeping abreast of the times, of improving his business and enlarging his affairs, who has a better batting average than the one who never tries anything new—who never takes a chance.

### His Average

Therefore at the end of the year the person who tries five things and succeeds in three has a better average than the man who has tried nothing, who has stayed in the same old rut. So the conservative type of a man who erroneously misjudges "changeable" Thoracics because they have made a failure or two, fails to

take into consideration their numerous successes. Nine times out of ten the man who tries new plans is the man who builds up a big business.

Don't regret the many-decisions-a-year-blunders and "hits," but try to make fewer and better decisions. Analyze yourself, notice your common errors and mistakes due to poor judgment, so that if a Thoracic you may overcome your "short-comings."

### Change in Business

Anyone who has been acquainted with business methods in the last generation must be cognizant of the many changes that have occurred in the business world. We have discarded old business methods and ushered in new. The man who is the successful business man today is the one who changed his methods with the evolution of business. The conservative merchant who is still conducting business on the same old lines, at the same old stand, in the same old way, in the same old building with the same old machinery, is not the captain of industry.

### Disease Germs

He is less susceptible than others to disease. He is so changeable and goes so fast that disease germs can't catch up with him. He is not, however, as long lived as some of the other types because he burns up so much energy.

### Movements

All of his movements show the same energy and activity. He is not only more handsome or she is not only more beautiful than other types but the Thoracics are more graceful. They use their hands, arms, legs, feet, wrists and head to the utmost. Thus exercise and practice make them more nearly perfect in graceful movements. They handle implements of all kinds with much more dexterity than other types.

### Graceful

The Thoracic is more graceful in walking, in sitting and in all actions of life.

In the home, the Alimentive looks out for soft beds, leathered arm chairs, cushioned divans—the Thoracic looks for color schemes, drapings, and extravagant furnishings.

### Rich

The Thoracic is never a man who is in a rut. He likes diversion, change and variety in everything, clothes, food, home, furnishings, business, pleasure, amusements. In fact, changing his mind is his middle name. If he is rich he builds new houses, each more gorgeous and extravagant than the one before. The furnishings will be luxuriant, extravagant and of the latest design—all, however, to be changed in a short time as soon as he sees something he likes better. He changes everything more often than any one else—even his mind.

### If in Moderate Circumstances

If he is in moderate circumstances the spirit of change in his home and surroundings is likewise manifest. If he cannot afford to buy furnishings and new draperies, he must change the position of those which he has. He even changes the dresser from one corner to the other and switches his bed from one side of the room to another—just for change.

He always tries to put on a good "front" and in his efforts may go beyond his means. His desire to have the best things in life, some-

times gets him into deeper financial waters than is wise.

### Seldom Poor

He is seldom poor because he has the dash, go, ginger, personality and get-up to him which attract friends, position and money. If he can't make a go of one thing he can change to something else and he is so desirous of having the admiration of others, the good things and the luxuries of life that, being energetic, he puts enough pep in what he does, that he usually gets the things which his heart craves. But should he be poor, he will, like the Thoracic in moderate circumstances, have better clothes than he can afford and live beyond his income. He is the one type who would mortgage tomorrow for the pleasures of today.

### Food

He likes change in food as well as in anything else—Variety, Change and Variety.

### Few Complexes

An excellent feature of this changeability for the Thoracic lies in the fact that he has fewer complexes than any other type. He is

in one thing and out of it so quickly, he passes from one sensation to another so rapidly and lives each one so completely, that, in his easy changeable and gliding disposition he is ready for the next move at a moment's notice. He does not have time to ponder on the negative side of life long enough to develop complexes.

### Moods

Because of his changeableness, he is prone to be in the height of ecstacy in one hour and in the depth of despair in the next, but he does not allow himself to stay in the latter state long enough to develop complexes.

In the sense of being timid, he is seldom self-conscious, but when so, he suffers more than any other type. Unable to live up to his ambition and feeling his limitation, wanting the approval of others and unable to get it, he may fall temporarily a victim to unhappy self-distrust.

All of his actions being quicker, he has more reactions than any other type. In coping with the reacting stimuli, he is apt to become unfavorably affected thereby. He vibrates to more chords on the human pipe organ than

others, and sometimes the consequences are unpleasant.

He is so active in his thinking, manner, motion and habits that to some of the types he may appear to fidget while to others, the quick energetic motion of the Thoracic is so graceful and frictionless that far from being particularly disturbing to them it may seem an attractive characteristic.

### Asset and Liability

Perhaps the most serious short-coming of the Thoracic is his changeability, although it may prove his greatest asset, so the Thoracic should endeavor (which can be done by psychology) to slow down speed, throw in the intermediate or reverse clutch now and then so that he will become more stable in business, social and spiritual conditions.

He should be sure that when he does change his mind he has taken plenty of time and thought on the subject so as to help overcome his reputation of vacillating.

The disposition to be over joyous one moment and despondent the next, likewise should be met by applying the laws of psychology.

### Humor

Being a type of changeability and variety he has more than the usual sense of humor. Being a talker, thinker and thriller is conducive to making him an all round conversationalist in which respect humor has a favored place.

### Best Foot Forward

The Thoracic is active at all times. He always has something to show, exhibit or talk about. He is expressing his feelings, views, eccentric ideas and actions all the time.

### Adventure

Because this type likes change and variety, he is highly interested in adventure and delights in and enjoys the thrills which he gets from romance and accounts of adventure.

The craving for change, adventure, chance, suspense and zest lure this man very often into speculation, gambling and other games of chance.

### Thriller

He is always thrilled or thrilling. Due to the fact that everything he sees, feels, touches

or smells, gives him keen sensations, he lives in a world of adventure most all the time.

The Alimentive may be late to work, but if he is he comes in with a smile and will jolly you into overlooking his tardiness. The Muscular delights in routine and is usually on time. The Osseous is never late, the Thoracic will average being late more often than any other type, but when he comes in behind time he always has a thrilling story to explain why he was not prompt, the reason he was detained, how it happened he could not make the street car, that there was a jam in the restaurant, or an automobile crash, street car accident or something else to thrill you. He is there with the thrills always.

### Spontaneous

We all like to be swept off of our feet. We like to be thrilled by the brass band, martial tread, hair splitting, jump-down-the-cliff-stunt of the movies, or anything which breaks the monotony of living. In the fresh breezes of the enthusiastic, entertaining Thoracic, we are entertained, spell-bound and thrilled.

## Luxuries and Extravagance

The Alimentive wants the comforts and luxuries. The Thoracic wants luxuries and extragavance, and because we get the things in life which we want the Thoracic more than any other type gets and revels in the things his heart desires. The zest for variety and luxury, coupled with a temperament disposed to take chances and the disposition to hang on and work, that he may have the things he craves, all mean that he is next to the Muscular-Alimentive and the Cerebral-Alimentive—the type that has more money than any other.

## Successful Rich

The chances he takes in business, position, romance and adventure, give him greater opportunities for amassing wealth than any other type, and he gets it. While you would expect a Thoracic, who likes variety, to be associated in many different businesses and professions, as is indeed true, yet the highest salaried people of this type are those who earn their living on the stage and in opera.

### Actor

They are natural-born actors. The next time you go to the theater notice the types behind the footlights and you will see that about nine-tenths of them are Thoracic. The long waist, kite-shaped face, and tapering graceful hands. The next best type for an actor is the Muscular—the born orator.

### Singer

It follows that nearly every great singer must have some of the Thoracic or of the Muscular in him, the Thoracic predominating as a rule. Big lungs suited for vocal power, the ample chest, wide cheek bones and big wide nose for rapid breathing, make a great human sounding board producing the resonance necessary for a singer. The Muscular combined with the Thoracic lends to the latter the spirit of work and stick-to-it-iveness.

Every great singer must have some of these important elements—lung power, big nose, large chest, for a sounding board and powerful heart action to play upon the physical reeds and produce the tone correct in quality, color and resonance.

In short the Thoracic enjoys all kinds of music because he experiences a large variety of moods.

### Versatility in Traits

Inasmuch as charm, enthusiasm, responsiveness and ambition to please, are the most valuable of all social traits, the Thoracic naturally has received a better social start than other types. These qualities, however, *are ofttimes offset by his quick temper, "fly off the handle nature" and his vanity, which often make him appear affected. The short-comings, as mentioned in a foregoing chapter, should be overcome and can be overcome by the application of the laws of Psychology.*

### Emotion

*The Thoracic burns up a whole lot of his energy with the emotions of his temperament.* He has as many moods as leaves in the fall have color. This makes him appear to be not only moody but flighty. He often does things on the spur of the moment for which he is sorry the next minute, but he is so likeable and repentant of his errors that you cannot help liking the Thoracic. He also suffers more

from discouragement, despondency and reactions from moods than other types. He is very impatient and impetuous and thus burns up much energy which might have been better directed.

### Excitement

We often speak about the temperament of artists. "Temperamental Moods" is only an excuse for our short-comings, but if anyone ought to be excused for emotionalism it is the Thoracic. He lives on excitement, lives much in his emotions and therefore has plenty of temperament.

### Temperament

He tells you what he thinks without taking a second thought. He is like a flash in the pan. He sputters it out, then gets over it. If the Alimentive does not like you, or if something takes place which irritates him he would rather keep it to himself than let you know about it. The fat man dislikes misunderstandings and quarrels of all kinds. Therefore he does not get into much trouble, but the Thoracic is not going to swallow very much of any one's "foolishness" and he lets you know it.

### Forgives and Forgets

He may become extremely exercised and very angry on the spur of the moment.

He forgives and forgets just as quickly. The Thoracic never holds a grudge. He may sputter around and may relieve his mind and uncork his effervescent spirit and "get it out of his system," but this is about all there is to it. He does not say it with the sharpness of the Muscular, or hold a grudge like the Osseous. He says what he has to say quickly, and gets it over just as quickly.

### Temper

Because of his acute, sensitized nature, together with his thin, sensitive skin and his extreme quickness, the Thoracic is usually a high strung, quick tempered person. Being more keenly sensitized, he is therefore temperamental and thus more given to outbursts of temper than other types. Thoracics may show their temper more often than others, but they have many other good qualities which they also show more often than most other types.

### Friends

Although he flies off the handle and flares up more quickly and on shorter notice than any other type, yet he always has a host of friends. He has such a quick, forgiving spirit, and can change from anger to calmness and flaming love and friendship so quickly, that his temper is generally condoned. Besides, he does not have the sting to his temperamental outbursts as is the case with so many other types. The man who is slow to be aroused and then burns you to the heart's core with his biting, sarcastic words is the man who cuts you so deeply that it is hard to forget. That type of man holds to his temperamental mood so long that he freezes all the love that you may have had for him.

### People He Likes

The Thoracic does not have much patience with the man who does not see things as he does. Such a person is dull, cold, drab and dead to him. He likes the people who like the things he likes.

Despite his high strung disposition and quick temper, high emotionalism and sputter-

ing, you just like the Thoracic. He forgives so quickly and is so sweet in his forgiving and forgetting that you in turn hold no bitterness. He may go off like a Fourth of July fuse and blow up like gun powder, but the next minute he is so forgiving, he will lock arms with you and take you out for a treat.

### Sympathy and Kindness

He has great sympathy and kindness toward others and will go out of his way to serve them.

### Voice

You would naturally expect to find one who is so desirous of receiving the approbation of others, as the Thoracic evidences in his personality, possessing a voice which such an ambition would develop. If he were cold toward others, indifferent to the pleasures of his friends, or acquaintances, or selfish in the expenditures of his talents, we should expect and find a rather coarse, perhaps semi-rasping voice, bespeaking the spirit behind the voice. Not so with the Thoracic type—in him we find the most beautiful of all voices.

His pleasing voice is explained not only by his desire to extend his talents for others, but also by his physiological make-up. He has the lung capacity, the resonant nose, the splendid vocal chords and high chest, which combine to give him a pleasant and powerful voice.

### Walk

In walking he is as graceful as in all other physical respects, and even though he be hurried he maintains his easy and vigorous step. The walk of the typical Thoracic is the springy walk. If someone steps on milady's train, it won't be a Thoracic.

### In War

In war he makes the best sentinel, aviator or cavalryman.

### Amusement

In amusements he runs true to form as in other walks of life—he likes everything—"Variety is the spice of life" and the Thoracic gets a whole lot of spice. Not only will he be found where the best clothes can be worn —at the Theaters, Dancing Halls, Balls and

Society—but he seeks his amusement in every possible avenue of laughter, life and gayety.

### Vaudeville

He especially likes the vaudeville program because of its "Variety"—dancing, music, jugglers, acrobats, revues, etc. There is so much "up and go" in vaudeville performances, that they appeal to his spirit of change, motion and action.

### Movie

But he, unlike other types, will be seen at every other kind and class of theaters and amusement hall. He cares less, however, for "Movies" than for the Drama, Comedy and Vaudeville. The cinematograph program is too dull and quiet for him. There is a smaller percentage of Thoracics at the Movies than at any other place of amusement.

### Baseball

He delights in every phase of amusement or attraction. Go to a ball game and notice that about ninety per cent of those present are Thoracics. Go to the amusement parks, seashore, excursions and notice every conceivable

thing that the ingenuity of man has devised for the entertainment of his fellows and you will see that an overwhelming majority of the assembled multitudes are Thoracics.

### Sports

His favored sports are tennis, running, hurdling, baseball, sprinting and all those demanding intense spurts of energy. He is not the "cross country runner" but the "100-yard Dasher." He acts quickly, and hence burns up his fuse too quickly to participate in any kind of sport that demands long continued strenuous exertion. You could not conceive of a Thoracic being a prize fighter. He would play out too quickly. It takes the Muscular or the Osseous-Muscular, like Fitzsimmons, to make a prize fighter.

### Music

His taste in music runs as true to form as in amusements; namely, he enjoys every kind and type. The Alimentive likes the simple home-like songs, light music and jazz. But the Thoracic while he delights in and appreciates this type of music, enjoys almost every other kind. Notice the next time you go to a Symphony Concert or Opera how few Alimentives

are there. The great majority will be Thoracics. The Mentals would also be there if their pocket-books could afford the price. Some of us go to the Symphony and Opera and say we enjoy the classical program, just to be in the "swim," and to vaunt our musical appreciation in the face of our fellow humans. While we really do not appreciate the music, we think it is the proper thing and therefore we go, although we may talk half through the program, thus belying our statement. That much we can say, and because it is good form to express appreciation of the performance, we sometimes can spill over in telling of our appreciation, of the performance, but the Thoracic is there because he likes it.

He can swing from the opera and symphony to the vaudeville and jazz with equal pleasure and enjoyment.

### Reading

Because of his romantic and adventurous spirit the Thoracic likes the romantic and adventurous in literature, and enjoys detective stories.

### Youth

As said before the Thoracic structure is evidenced by a broad chest, large nostrils, wide cheek-bones, full and capacious throat. This throat abounds in elasticity, and shows fewer lines than any other; for it is the fresh, youthful make of active impulsive natures, not steady enough at any one pursuit to acquire the wrinkles which are the product of continued application.

**To sum up the Thoracic's strongest and weakest points:**

#### SOCIAL

| Strong Points | Weak Points |
|---|---|
| Charm. | Quick temper. |
| Vivaciousness. | Vanity. |
| Responsiveness. | Inflammable temperament. |
| Ambition to please. | Affected. |

## PHYSICAL

| Strong Points | Weak Points |
|---|---|
| Big lungs. | Too many spurts which burn up his energy and run down his batteries. |
| Strong heart. | |
| Splendid circulation, producing rich, pure blood. | |
| Quick in action to counter-balance any sudden physical emergency. | |

## EMOTION

| | |
|---|---|
| Sympathetic. | Impatience. |
| Quick in forgiving and forgetting. | Emotion uncontrolled, creating misunderstandings and delicate situations; expenditure of strength by consuming emotion. |
| Holds no bitterness or grudge. | |

## BUSINESS

| | |
|---|---|
| Friendliness. | Changeableness, which may become vacillating. |
| Human magnetism to attract others and business. | Excitability. |
| Good mixer. | Sensitiveness. |
| Ambitious. | |
| Adaptability. | |

## DOMESTICITY

| Strong Points | Weak Points |
|---|---|
| Ambition to be pleasant to others, | Temperamental. |
| Is true in his home; | Emotional. |
| He therefore has the ability to please his family and gives himself to them with the same effervescent freedom as he does the others. | Impatience. |
| | Temper. |

These are the characteristics of the Thoracic type, no matter what other combination of types form the composite of the individual.*

*Applied Psychology will overcome all limitations and build up strong points.

# NOTES

## CHAPTER III

## THE MUSCULAR TYPE—MOTIVE

### Activation and Accomplishment—Square, Active, Definite, Emotional, Hasty. "The Worker"

**Layers of Meat**

The third type as outlined by science is known as the Muscular type. "Muscular" is as its name typifies. The Muscular individual is built on more definitely muscular lines than any other.

**Muscle and Nerves**

His muscles are firm, tense and resilient. The layers of meat are permeated by a system of nerves, which means that the Muscular, because of the close converging of his muscles and highly developed nervous organism is more active than any of the other types. The Thoracic is quick in action and in spirits. The Muscular is active all of the time. He has to be doing something continually.

"The muscular system is divided into two parts, the muscles of strength and of motion;

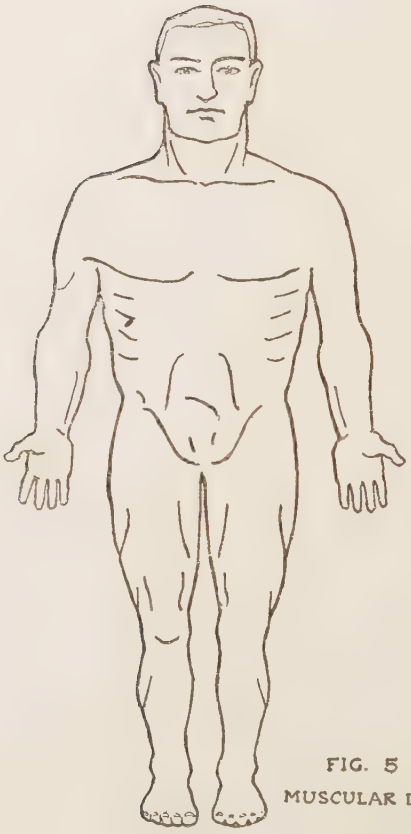


FIG. 5
MUSCULAR BODY

the first set comprises what are known as the voluntary muscles, which respond to the action of the mind, while involuntary muscles act independently as in the motion of the heart, lungs, alimentary canal, arteries, bladder, skin, etc. These two sets of muscles are inherited; consequently we have to do only with their development and cultivation.

"In looking at nature, as exhibited in the vegetable kingdom, we discover that of all fibrous plants, that species is toughest and strongest which, during its growth, exhibits the greatest activity or motion. The Elm is an instance in illustration. Its slim branches are constantly swinging gracefully in the air; no limbs bend more readily, and none are harder to break. This union of activity with strength, pervades all the vegetable world; indeed, rules all animate life, and plainly teaches the great lesson, that motion and life, rest and death, are but complements of each other.

"At birth, a child is unable to stand, or even crawl alone; but as it puts forth effort, strength is developed, and continued activity soon converts a helpless being into one physically and muscularly strong; vigor takes the

FIG-6-A
MUSCULAR
FACE



FIG-6
B-MUSCULAR HAND

place of atomy, and languor gives place to lustiness."

The Muscular gets lots of exercise and "exercise in turn makes more muscle and creates new muscles."

The Physical signs of the Muscular form are general breadth of the body, well defined tendons and muscles, heavy shoulders, a nose broad at the base, and a thick short neck. The muscles may be developed by vigorous exercise in the shade, but the growth of the bones is dependent on the influence of sunlight.

### Greater Reaction on Nervous System

This close association of the muscles and nerves makes him the individual who has a quicker reaction to nervous stimuli than any other type. That means that he is more emotional, more sympathetic, more tense and sprightly—in short, active in every particular. The reflex action of the nerves upon the muscles makes him extremely emotional, much more so than other types. That is, his emotionalism may run to hot-headedness when once he is aroused. It may go to the extreme of sentimentalism, sympathy, patriotism. He inclines to be extreme in every emotional channel of life.

### Built on Squares

He is not only known by the layers of thin meat clinging closely together but he is built on the square. This does not mean that he is more square in morals than any other type, perhaps, but his body-build is on the square. A square head, as compared with the kite-shaped head of the Thoracic and the round head of the Alimentive. His chin is square, the jaws seem to come down squarely from the temples forming at the chin almost right angles.

### Jaw and Neck

The square-jawed man is the Muscular man. His neck is a little shorter than the average. He has a larger neck in proportion to his frame than any of the other types.

### Shoulders

The shoulders are broader and thicker for his size than common. His shoulders are square, tending to stand out at right angles. The Alimentive has the curves and slopes, the Thoracic tends to have high shoulders and the Muscular, square. Instead of rounding as the

Alimentive shoulders do, the Muscular shoulders seem to be chopped off at the arms.

### Hands

This squareness is also manifested in his hands. Whereas the Thoracic has the long tapering hand and the Alimentive the round, dimpled small hand, the Muscular's hand is square and firm. At the wrist where the hand is joined at the arm there is not much width. It seems to be the elongation or tapering of the arm into the hand.

### Fingers

The fingers of the Muscular are spatulate; that is, square at the tips. Whereas the fingers of the Thoracic are somewhat slender and pointed—the conic finger, see Charts No. 37, 38 and 6B—the Muscular is square and thick, or paddle shaped at the tips.

### Feet

The feet are also built on squares. There is as much difference between the foot of a Thoracic and of the Muscular as there is between a duck's foot and a chicken's.

### Short and Stocky

The Muscular man as a rule is short and stocky, below the average height, although big men may have a predominance of muscularity when other types show a combination.

### Neck

A sturdy neck is evidence of power, prowess and longevity. At first glance it may appear that the Muscular's head is small owing to the thickness of the neck.

### Hands

Like the rest of the Muscular, his hands are built on a series of squares. They run out from the wrist and down in a straighter line and tend toward right angles.

It takes work and then work to create art. Paderewski says that he can tell when he fails to practice eight hours a day. The little delicate hand could not stand such driving power.

All excellence in art is the result of indefatigable effort and work. Without a strong hand to execute the desires and ideas of the head there would be no art.

The artist must have a head well balanced and housing a brain that thinks; a soul to

prompt the thoughts of creation, but back of the soul and brain there must be the stocky Muscular well knit hands for the execution of the artist's ideas.

It is easily understood then why the artistic-minded, the aesthetic and the connoisseur do not "create the beautiful things which they appreciate."

The artists' hands like the artistic temperament is very much misunderstood. In ancient times as well as in our day, we have associated delicate, tapering fingers with the artist's hand. The words "Art" and "Artists" sound so delicate, gentle and angelic that we have almost intuitively thought of artists as having tender little tapering hands.

Just as we have wrongly said "inconsistency, thy name is woman" so have we wrongly thought "hand of frailty, thy name is art."

From the remote yesterday down to the movies of today the typical artist has been pictured with a frail, curving, and a tapering delicate hand.

That kind of a hand denotes a keen "sense of artistic values, a love of the artistic, beautiful and aesthetic"; appreciation of the artistic but not the ability to create.

Of course, we mean such arts as entail the use of the hands in accomplishing or creating arts such as sculpture, painting, architecture, the crafts or music. Now that the ancient idea of the artistic hand has lost its savor with you, could you imagine a real piano player like Rachmaninoff or Paderewski with a little delicate, tapering fingered hand?

Such arts as "singing, dancing or musical composition could hardly be called artistic activities." We mean those "arts which depend upon the human hand to work."

By watching the hands you will get a sure and interesting index into the person's type. Each type has its own hand.

If you have not yet noticed the different hands, do so, and see how different they are in shape, size and texture.

### Artist

Although the artist, as we stated above, must have a square Muscular hand with square, powerful finger tips, yet the pure Muscular seldom makes an artist. It needs the adequate combination of brains and muscle for art. A combination of fifty per cent Muscular and Mental makes the great artist.

### Singers

The combination of Thoracic and Muscular makes the best singer. The lungs and chest for power and sounding board, nasal cavities for resonance, and muscle for strength and endurance, as well as action to put into effect the talent of the singer.

### Action

Action is the dominant feature of the pure Muscular. Muscles all keyed to go, they must go at something all the time.

The Muscular works until he can work no more. Therefore if he controls his actions and puts each move where it will count, he has, of all the types, some of the very best qualities for success.

Just as the brain and nervous system are highly developed by activity, so the muscular and bony system. The whole make-up of the man who "does things" suggests activity. Muscularity is his predominant physical capital.

Unguided physical force is like a powerful steamer without a pilot, rushing onward, may-hap, to swift destruction. But action is the

nature of the Musculars, and act they will, for weal or woe; hence the great importance of teaching those strong boys the sound lessons of self-government and strict sobriety.

### How to Interest the Muscular

The man of bone and muscle likes to think of himself in action. Muscular exercise, out-of-door freedom, skill, agility and strength—these are the things in which he is interested. You can also interest him in the use of tools, building or operating machinery, traveling, or perhaps working in his garden or among his fruit trees. By an easy step in analogy this man is also interested in politics and religion, freedom and reform (see reform below), and in mechanical principles and construction.

### Impressive and Courageous

The Muscular form, being compressed, rigid and compact, gives such individuals as possess it a quick firm step and generally rapid motions. They usually lack the gentle and tender emotions which we find in the Mental or Thoracic type. They have vigor and intensity in everything; this class is open to definite impressions, and capable of lasting attachments.

When possessed of a cultivated intellect they are noble in ambition and fearless in enterprise.

### Muscular Animals

They resemble the muscular animals; the lion, grizzly bear, tiger, panther, lynx, gorilla, etc., all full of physical courage. Such men dare to do for themselves, and yet are usually quite considerate of others.

### Many Sided Emotions

They are proud. Being irritable and high tempered, men of this form are vehement, intense, emotional and strong. Their irritability and emotions affect the liver, which is largely under the influence of the mind, and this causes them to become bilious, or to have derangements of the portal and hepatic systems. They have a very changeable and contradictory temper.

### Religion

In religion they are apt to be remarkably inquisitive, penetrating, scientific and given to investigation. They are expert in domestic

affairs. Good in all serious affairs, except prayer; sumptuous in living, and imperious as superiors.

### Manual Workers of the World

The Musculars are artisans, craftsmen, constructors and builders—we make the most use of that part of our bodies which is the most pronounced. The Musculars being of preponderant muscularity, it then follows they are the world's workers in every line.

### Muscle and Brain

"Men who are authors, and at the same time strong in muscular proportions, will give evidence of boldness of conception in natural science, mechanism, or the fine arts, such as only comes from physically strong persons. Dr. Johnson was an exceedingly strong man. Robert Burns, when a plough boy, could handle any two boys of his age. Shakespeare carried the brick and motar with which to build the tabernacle in which he afterwards performed his plays before Queen Elizabeth. The shady halls of colleges damped and dwarfed not his great mind. Benjamin Franklin could carry a form of type in each hand up two flights of

stairs while it required an ordinary boy to use both hands to carry one of such weight."

### Immigrant

Most of the immigrants coming to America are Germans, Poles, Italians, Russians and Jews. These people are more muscular than other types. Hence, the majority of immigrants are of the Muscular variety.

### Work

If you employ the Muscular be sure that you set him at a task where he will be doing something all the time. To put him at a post of duty where he must remain inactive, is not only to rob yourself of money and to waste his time, but also to spoil a real worker.

### No Vacation

He may not take a vacation for many years. Then after two or three days of rest he will be up and doing, finding something to do, no matter how trivial. He just must keep busy.

You can trust this type to work harder than any other. If you want a pace setter, here is your man.

Working in gangs to build bridges, tunnel under rivers, build the subway or ribbon the country with steel railroads, the Muscular type require fewer bosses, foremen or overseers than other types.

### Few Unemployed

Because he is such a good workman, needs less watching and enjoys working, instead of ease, the Muscular is found less frequently among the unemployed than any other type.

Go to the nearest park where the unemployed sit for hours and see how many Muscular are there. Not one in a hundred. They like work and like the rest of us they get what they want both by thinking about what they want via the law of attraction and by bestirring themselves. They get a hustle on their shanks, shuffle their feet and use their lower extremities to transport them to the place where work is to be found. Once there the eagle eye of the employment man picks out the square headed, square jawed, square shouldered individual and puts him to work while the Alimentive and Mental look on (if they are near enough to see) and shake their heads in wonderment why they, being the first ones in

line are not employed, while Muscular who swept into the line a minute or two before gets the job.

It may be said that the Alimentive manages the world, the Thoracic entertains the world, and that the Muscular does the real work of the world.

### Ambitious

The Muscular is very ambitious. He is so active in doing things and getting things done that, of course, it is characteristic of him that he should have ambition—for it takes ambition to desire to do things. The Muscular is the "worker and doer," but his ambitions are along practical lines in every particular. He is the most practical of all the types.

### Practical

The Alimentive wants comfort and he gets it. The Thoracic wants friends, admiration, the best things of life, and he gets them. The Muscular wants the practical things of life and he gets them. He is so practical that he is not as ambitious to make money as the Thoracic or the Alimentive. He does not care for the comforts or the luxuries so dear to the

Thoracic or the Alimentive. He just wants to understand life from every angle and from every point of view and in its every phase. Therefore, his ambition is directed along practical lines. He is neither stingy nor extravagant. Therefore, his big question is "will it work?" or "what's the practical side of the affair?" He is not lured by golden schemes and things that he has not seen. If he cannot see the workability of a project he is not interested in it.

### No Snob

He, therefore, is interested in practical living, in home, government, politics, religion and ethics. This makes him very democratic in spirit, and even when he achieves fame and wealth, he inclines to an attitude of sympathy with the situation of the common people, and is disposed to consider all people his equals. He does not lord it over others or consider himself above others.

### The Doer

"If your practical person is also of the financial type, he likes to think of himself as doing things which will result in profit. There

is scarcely any proposition of any kind you may ever wish to present to a practical financial person which cannot be presented in such a way as to appeal to him as something practical and profitable. If you can approach him in this way, you will have aroused his interest."

He does not always demand money or the things which money can buy. He likes the workable and wants to get out of life the workable things.

### Democratic

Because of this democratic spirit, he is supporting all kinds of reforms, being so democratic himself you will naturally find him defending the "under dog." He likes the common people and thereby attracts more of them to him than any of the other types. He may not have as many friends, owing to the practical elements in his make-up—not given to spending time as a Thoracic and Alimentive in cultivating acquaintances and friendships —but he has warm friends and enough to make life full to the brim for him.

### Reformer

He is in reforms of all kinds and on that account he is often found in the ranks of the radicals. The world is made better by people who are called radicals in one generation and saviors in the next. Lovejoy, William Lloyd Garrison, Voltaire, Thomas Paine, Robert Fulton, Robert G. Ingersoll, Ralph Waldo Emerson, Elbert Hubbard and Jesus were all radicals, and yet great benefactors of the race.

The Thoracic has a natural aristocratic and innocent superiority radiating from his energetic and charming personality. The Alimentive thinks that the other fellow, the common man, and the under dog are what they are because it is their fault, but the Muscular puts himself in the place of the "under dog" and spends much of his time and energy in fighting their battles.

Therefore, his ambitions are always tempered with the spirit of rendering the greatest amount of service to his day and generation.

### Courage

The Muscular form is developed by all kinds of energetic and healthful muscular exercise. Those who are distinguished by it are sensitive

and energetic. They possess abundant physical courage and although comparatively slow to anger, are desperate when exasperated. In the exercise of purely intellectual powers they are seldom gifted, but when urged to practical exertion by love, ambition, rage or fear there are few obstacles which they cannot surmount. They are iconoclastic in spirit and when irritated may often become destructive.

Being of a courageous temper, coupled with emotionalism the spirit of a scrapper, and possessed of oratorical talent, he is the ideal reformer.

It takes a person who really enjoys scrapping and a fight to put over a reform and the type that really enjoys fighting is the Muscular. Personal combat—fighting—is a matter of muscular activity. Therefore, the individual with muscularity predominating can be counted upon to put up a good scrap. To put over any reform it is extremely necessary that a man can stand the brunt of battle.

**Why?**

He is so practical, that if things are not right in politics he wants to know why. He is so practical, that if there seems to be lack of

common sense in religion he wants to know why. He is so practical, that if there is any leak in the government or body politic he wants to know why. He is so practical, that if accepted theories seem to be obsolete he wants to know why they should not be discarded. He is so practical, that if anything goes wrong or times are out of joint he wants to know why. Not only does he want to know, but he is so democratic that he desires his neighbors to know it. He has the scrapping spirit and wants his opponent to know it, so that all in all the Muscular is the typical reformer. His ambitions are not for his own comfort, fame, luxury, or wealth but for the general welfare of his fellowman.

### The Scrapper

Because he likes scrapping, he gets it, and for that reason he is in trouble more than any of the rest of us. The Alimentive is always finding a way to escape trouble by slipping out from under difficulties. The Thoracic sputters out his little sputter, and takes it back about as quickly as he sputters, but when the Muscular begins his sputtering he says it with a whole lot of emotion, backed up by earnestness

and often with a sting. He often bumble-bees others, and their efforts to pull out his stinger oft-times gives him a whole lot of trouble and broken ties and destroyed friendships. The square-jawed, square-headed, square-bodied individual is the "Teddy" Roosevelt type of a fellow who likes to scrap for the joy of a wholesome, honest, straightforward battle for righteousness—or for the joy of fighting.

### The Fighter

Most all the great warriors are of the Muscular or Osseous types—Pershing, Joffre, Napoleon, Hindenberg, Petain and Haig. Notice the next policeman you meet, if he isn't of the Muscular type. The man who is on the frontier of either civil or pioneer life protecting the rights, comforts and pleasures of others is the man built on squares.

### The Strenuous Life

He is the man of the strenuous life. He may preach it and live it and kill himself by it as did Theodore Roosevelt, still those like him pursue democratic activity and humanitarian objectives undeterred.

### Snubs the Snob

Being so democratic himself and having tenderness and sympathy for others he has no time for the person who thinks he is better than other people. To him "a Man's a Man for a' that" and he has no patience with any one who likes to put on airs, indulge spread eagle speech about the family tree, or tries to lord it over others. If he snubs anyone it will be the snob. In fact he rather likes to assert his superiority to the snob and delights in "taking him down a peg."

### Home

He likes his family to have the good things of life—not particularly, however, the fuss and feathers and frills. He is as practical in this as in other things. He wants his children to have a worth while training and a better start in life than he had.

For this reason he will plan years ahead. He has a bank account so as to provide for future necessities. The Thoracic will very often go beyond his means to satisfy a passing whim of fancy, not so the Muscular, he is too practical for that. He wants the good common

things, expects them and, of course, gets them, but he is not inclined to mortgage his future for the passing pleasure of the moment.

The Musculars do not spoil their children as much as others by indulgence. They expect their children to work. They even teach their offspring early in life "to do" things, and by such teaching, the young by virtue of their service and work are thus able to provide themselves with the comforts of life.

The Alimentive demands the comforts, the Thoracic the unusual and odd, but the Muscular the essentials and necessities.

Being taught from an early age to work they are usually able to take care of themselves in a material way better than children of some other types.

The Muscular as a parent is not so rigid as the Osseous, so temperamental as the Thoracic, nor so lenient as the Alimentive but is more practical and efficient in parenthood.

### The Simple Life

Although the most strenuous of all types he leads the most simple life of all. He is seldom a dissipater. He works hard to get the simple and practical things of life and retires early.

The Muscular is not an easy going companion like the Alimentive nor spectacular or thrilling like the Thoracic but just an every day sort of a man.

### Clothes

The Muscular is just as practical in his wearing apparel as he is in everything else. The Alimentive buys his clothing for comfort, the Thoracic for distinction, but the Muscular buys his for durability, not because he is stingy, for the Muscular is not a stingy man, but because of his practicality.

If a woman, she likes clothes that she is not afraid to handle—the durable kind. The same is true of the man. How much wear can they get out of them? That is what they want to know about clothes. The Muscular cares less for the color than the Thoracic and that is because he has not the same color sense as the latter. He cares more for the quality than the style. His clothes conform more to the standard of dress than the fashion plate. He does not even take the time or trouble to buy clothes that fashionable dressing demands. He is so practical that everything he does, is done from a practical standpoint, so he considers it a

waste of time as well as energy to spend hours shopping for clothes. He does not dress in the extreme mode even though he has a great deal of money. When this type spends considerable time buying clothes, it is not because he likes it, but for a purpose.

The mother who makes over clothes for Johnnie, or the oldest brother's clothes for Sammie is the Muscular mother. In the first place it is her nature to buy clothing of the durable kind that can be made over, and in the second place, she is following out the characteristic of her type in liking to save money.

### Walk

His walk, the same as every other action, is forceful, determined and powerful. You can tell the heavy tread of a Muscular before you see his features. He will start across the ballroom with as much pep and force as the ordinary person would take in starting a foot race.

You will find it interesting to close your eyes and recognize the approach of the Muscular before you see him.

### Movements

Their movements of every description are forceful, decisive and energetic. They go at the most trivial thing as though all their future depended upon it.

If they root at a ball game, they root. If they play tennis, they work their hardest. If they play checkers, they put all their force in it, and if the game drags too much they will drop out of the game. Movement, action, is their keynote, and they are going to play that note or quit.

If they speak they put all their force behind what they have to say. If they sing, they combine action with the effort.

### Busy

If you want to wish bad luck on the Muscular shut him up where he cannot be active. The Alimentive delights in taking it easy, in rest, in the smallest number of movements possible, but not so the Muscular. His muscles are made to be on the go, and on the go he must be or he will become not only restless but ill.

Do not put the Muscular at an idler's job. Put him where he can be blowing off steam all

the time. If you employ a Muscular give him work where he will be busy all the time.

### If an Employer

He wants things done right and on time. He sets a rigid standard for doing things both for himself and his employees. He lives up to the standard he has set and expects all those working for him to do the same.

He is not an easy man to work for but he is quick to reward merit.

### Temper

To fly off the handle or to go on the warpath not only occasionally but frequently may be expected in the characteristic type. If he were Alimentive-Muscular this tendency would be tempered with some of the phlegmatic qualities or if Osseous-Muscular he would not fly off so quickly but once he did become enraged it would require some time to get him and the handle together again.

The Alimentive will not argue or have words with you. If he has had a dispute with you he will avoid you. The Thoracic will tell you what he thinks of you, a flash in the pan, a

sputter, and then is ready to invite you out to luncheon, but the Muscular will have it out with you.

He imagines his wrongs to be greater than they are, uses extravagant language to give vent to his feelings and will stay unyieldingly in a disgruntled frame of mind for a long time.

He is often in violent quarrels with his friends, and since he does not get over his angry moods as quickly and as gracefully as the Thoracic he very often loses his best friends for life.

### Friends

They are strongly attached to their friends, have many, and will do anything for them. Even for a person whom the Muscular knows but slightly, if he takes a fancy to him he will go the limit.

His heart and his home belong almost as much to the stranger as to his family.

This spirit of generosity, of course, is prompted by his spirit of democracy and well wishing for others.

### Forgiver?

The Alimentive keeps cool or slides away from the wrath of others. He does not use heated words or engage in verbal battles. The Thoracic sputters, splashes and is soon cooled off and has just as quickly forgiven both himself and the other fellow but the Muscular is not quick to forgive.

He is lavish with his good things, shares his home with others, but when he has been taken advantage of he does not forgive easily or readily. But he does not hold a life-long grudge as does the fourth type.

### Actors

While the predominating features of the Thoracic make the actor yet many of the greatest emotional actors are of the Muscular type. Many of the great tragedians have been small men: Booth, Mansfield, Sir Henry Irving, Edwin Forrest, Keene.

To be a great emotional actor or a great tragedian calls for a tremendous amount of prolonged energy. In the first place, it requires a great deal of work and years of study and practice; in the second place, to go through

a heavy emotional or dramatic scene there is more real physical and mental energy expended in twenty minutes than the average working man spends in ten hours of labor.

When we understand that the Muscular has a more lasting temperament than the Thoracic, a deeper well-spring of emotion, and greater staying qualities for work and energy, we see why the heavy workers on the stage are of the Muscular type.

### What They Need

The two types who should receive charitable consideration from the other types—from the emotional standpoint they are of the volatile, or the artistic temperament—are the Thoracic and the Muscular. Both types, of course, should learn in the domestic, social and civil life to control their "artistic temperament" or temperamental moods, so as to be complete masters of every situation.

On the stage and platform as well as in any walk of life, the Muscular is the great worker. Notice the next stage performers and take note who is always active, who is doing the heaviest part of the work, and you will see he is a Muscular or muscularity predominates in

every poise and movement. For the same reason the Musculars are workers, the acrobats are Muscular for it takes a worker to become an acrobat.

Of a pair of acrobats if one seems much larger than the other, you may at first be fooled as to the muscularity of the larger man. If you take a second glance you will see that the small man is considerably below the average height, while the larger of the team is about the ordinary Muscular size.

### Voice

With his voice as in every other particular muscularity, force, power are evident. He is unconsciously making more noise in speaking than any other type and if you were to let him see himself as "others see us" he would not only be surprised to know that he was talking louder than others but it would be difficult for him to tone down.

Try it on any Muscular and see if he can soften his voice in a single day. You will have a long tedious job on your hands to get him to soften his voice and modulate it fittingly for the fastidious ballroom or social parlor or for ordinary conversation.

### Orator

The Muscular has a voice which, with his spirit of activity and work, makes him the typical orator. Every great orator has been of the Muscular type. Not only does he work to pay the price of success in this line; not only has nature endowed him with the resonant voice, but he has the inborn spirit of democracy; he is the pioneer, to champion a cause for the betterment of mankind, whether in religion, politics, morality or science.

### Enthusiastic

Everything that he does he does with a vim. His actions, energies and "go spirit" make the Muscular a real man. He goes at nothing in a half-hearted manner and his enthusiasm often carries him to the high tide of success in whatever he essays. The more sedate, deliberative, Osseous and the more changeable Thoracic and the easy going Alimentive often have only landed at first base while he in finishing a home run.

Emerson says that enthusiasm does all things. The Muscular owes much of his success to enthusiasm. This is also a contributing

element in the success of the actor, acrobat and orator.

### Talker

He is more of a plain talker than a florid spieler. He is straight from the shoulder in everything and wastes no words in making his point understood.

He does not use particularly fluent speech but direct and decisive—right to the point.

He may be so energetic in his private conversation that he uses superlatives too much but what he says he means.

If he has a large element of the Mental in him, he becomes a powerful speaker, for he thus is supplied with a combination of voice, action, decision, human sympathy, simplicity and democracy.

If endowed with social or love development he is one to whom the populace will listen, and who will attract large audiences.

Notice the next public speaker—some of your college professors for instance. They know their subject. They have scholastic calm deliberation, a vocabulary that would choke a dictionary, but how cold and listless their hearers!

## Oratory

While the loud voice is a social handicap it is a special virtue when speaking to groups, congregations and miscellaneous audiences. You hear people mention the quality of an orator's voice as much as what he says.

Theologians and some school professors have an idea, that if you have anything to give the world in the way of thought you need no voice culture or training in public speaking. They think the world will stand with arms akimbo and listen open-mouthed—no matter how their message is uttered. Wrong. Can you recall a great orator who has not possessed a loud or resonant voice?

The world's orators are Muscular—endowed with the physique necessary for action, power, energy, voice and work.

An orator, like an artist, cannot be made without study, practice, preparation, and work.

## Emotion

All emotions affect the muscles. Laughter brings the muscles of the face upward, sorrow downward. As the Muscular is the best equip-

ped to use his muscles we may look to him for some of the deeper and more volcanic, emotional outbursts of temper, anger and fury. It requires not only a good voice to make a great orator, but also emotion to sway his hearers.

### Food

The pure Muscular prefers plain food—meat and potatoes. The Alimentive wants rich food and lots of it. The Thoracic insists upon variety and frequent change, but the Muscular gets along very well with plenty of plain eatables.

He is so fond of meat that it is hard for him to live on a vegetable diet.

The Alimentive desires rich foods and desserts, the Thoracic uncommon dishes, but the Muscular just plain simple food.

### Rich

You would expect a man who is courageous enough, and big souled enough to champion the cause of the "under dog", to be in the ranks of philanthrophy when he has become well blessed with this world's goods.

The Alimentive spends his money for his own comfort and the comfort of his family.

He does not exactly turn a deaf ear to special drives and appeals for charity and benevolence, but his yielding is prompted more by the desire not to look like a tight wad, or for business reasons rather than by the native urge within.

He usually thinks the other fellow ought to take care of himself.

The Thoracic delights in spending his riches on himself and friends in palatial residences, gorgeous furnishings, and fanciful trappings on which delight his eyes and soul.

But the Muscular does not so much enjoy spending his money on possessions for either himself or his family, as spending his money on what he thinks is worth while to other human beings—he bets on the other fellow.

The Muscular is the typical worker. His type are in the majority among day laborers and middlemen, the manual and mechanical toilers. There would be a greater number of rich Muscular men if they had not so much activity. We mean, of course, comparatively speaking.

Many of the great financiers of the world are Musculars. This is true when the Mental or some other element is blended with the mus-

cularity. Alimentive-Musculars or Mental-Musculars are the characteristic millionaire type for example the late Commodore Vanderbilt, James J. Hill, J. P. Morgan and George Warren Brown.

### When He Is in Moderate Circumstances

We get the thing we most desire, and inasmuch as the Muscular has simple habits, and moderate tastes, he is most often found in moderate circumstances. He is satisfied with the good things of life in a moderate way. Therefore he gets them. The Alimentive wants the comforts and luxuries, the Thoracic the extravagances.

### Reading

He does not care for the sentimental so much as the Alimentive, nor the adventurous so much as the Thoracic. He holds to the line of the practical, desiring true stories, news, current events and the best literature.

Because of his own zest for action he delights in the activity of others. Therefore he is a frequent reader of the sport page.

But he is so active all day, and spends such a strenuous whirligig time of it, that he is often too tired at night to read anything.

### The Stage

Plays of the everyday kind appeal to him. Unlike the Alimentive he delights in the problem or social play. These deal with the everyday problems of life which he understands, and which he delights in solving.

### Amusements

Unlike the Alimentive who steers clear of dry discourses the Muscular is often seen at serious lectures. He enjoys these lectures if they are not too idealistic, or too theoretical. He is living here and now, and he enjoys most, discourses that are along practical lines.

The Muscular doesn't go to the theater merely to be amused. He considers that more or less a waste of time. Therefore, comic-opera, revues, vaudeville and variety shows do not strongly appeal to this type. He considers that these serve but little purpose and are usually a waste of time. He is so practical that even in his diversions he does not want to be entertained merely for entertainment's sake. He

desires amusement that will help him solve the problems of life.

### Sports He Likes

Everything with pep, ginger, snap and strenuousness makes a hit with this type—tennis, handball, basketball, baseball, football, punch ball, running, jumping, rowing, putting the shot, and pugilism. Nearly all experts in these lines are of the Muscular type or with muscularity predominating.

### Trouble

He does not slide out of troubles like the Alimentive or get swamped with them like the Thoracic; he stands up to troubles and beats them off. He can meet the most severe ones with the least amount of quiver, excepting the Osseous, who is the most stoical of all types.

### Music

John McCormick, Caruso and all of the great singers are the embodiment of the Thoracic coupled with the Muscular, or Muscular-Alimentive. I think without a single exception all famous singers are a combination of these two or three types.

### His Favorite Music

Band music, stirring music and music with "get up and go" is the kind this type prefers. Marches are his favorites.

## TO RECAPITULATE

The Muscular or Motive type is a combination of squares—head, body, hands, feet.

The pure Muscular is below average height. A combination of layers of muscular tissue, one upon the other, give him a firm, tense, sturdy appearance in every particular.

The Muscular's main characteristics are love of work, ambition, noble courage. He isn't afraid to take a dare, is fearless, endowed with strong emotions, sometimes not as tender as the Thoracic or the Mental but capable of tremendous exertion.

If possessed of a cultivated intellect, the Muscular is capable of lasting attachments.

Democratic in bearing, with ready sympathy for the "under dog", ardent and true in loving he is indeed an admirable type.

He is the scrapper, reformer in religion, politics, ethics, or any new movement. He is the natural born orator.

### Strong and Weak

Action is the dominant feature of the Muscular. His muscles are all keyed to go, and they must go at something all the time. Because he is built to be active his muscles are taut all the time like the strings of a harp. Therefore, the Muscular should be careful that his actions count for something, that they are not merely jumping-jack maneuvers to let off steam.

The Muscular works and he just can't keep from work. He keeps on going until he can work no more. Therefore, if he controls his actions and puts each move where it will count, he has one of the very best equipments for success of all types, but his tendency to be active or at work doing something, without well directed concentration, is one of his greatest handicaps.

### Should Learn to Concentrate

The Muscular should be very careful therefore that he learns how to concentrate and how to make every move count. It isn't the person who makes the most moves, who can jump the farthest, or hop the quickest, who always gets the largest amount of work done. That person

very often has to retrace his steps. His brains do not control his feet and he has to do the same thing two or three times before it is rightly done, whereas he who is slower in motion, more controlled in action and more subdued in disposition, does the thing correctly the first time,

### An Example

In a certain big concern there was a stenographer whom the superintendent did not like. He was of the Muscular type himself, and he wanted everyone around him not only to be as busy as a bee, but to be hopping like a jumping-jack. This particular stenographer took things slowly and coolly but she was extremely accurate. She appeared to do less work than the other quick-acting office help, so that the Muscular did not perceive that every move of hers counted while the quick-acting employes often had to retrace their steps and do their work over again.

So when an efficiency expert came to work out an efficiency system for the concern the expert within half a day went to the superintendent and said, as he mentioned this girl's name, "I have found—". The superintendent interrupted the expert before he had a chance

to finish his statement, and said "I knew you would find how inefficient Miss Smith is". "On the contrary," replied the expert, "she is the most efficient one in your whole office. She is the only one who can concentrate, who controls her energy and who makes every motion count."

The Muscular should be sure that his inclination and desire to work, to hop, to skip, and to jump, is all focused where each action will do the most good.

**To sum up the Muscular's strongest and weakest points:**

### SOCIAL

| Strong Points | Weak Points |
|---|---|
| Generosity. | Common ways. |
| Straightforwardness. | Loud voice. |
| Honesty. | Cocksure in his thought and actions. |
| Sincerity. | |
| Democratic in spirit. | Pugnacity. |
| Reformer. | |

## PHYSICAL

| Strong Points | Weak Points |
|---|---|
| Great muscular development. | Given to overwork and to scatter his energy. |
| Staying power. | |
| Capacity for endless effort. | Lacks concentration. |
| Not easily tired. | Indomitable worker. |

## EMOTIONAL

| | |
|---|---|
| Enthusiasm. | Anger. |
| Sympathy. | |
| Interested in the sorrows, troubles and pains of others. | Temper. |
| Desires to be of service to others. | The spirit of combativeness. |

## BUSINESS

| | |
|---|---|
| Hard worker. | Too Argumentative. |
| Keeps long hours. | He wants to scrap over every issue; |
| Desire for efficiency. | While he does this, other fellows close the deal. |
| | Combativeness. |
| | Pugnacity may be good for the reformer or the orator but not for business. |

## DOMESTICITY

| Strong Points | Weak Points |
| --- | --- |
| Provides protection for the future for himself and family. | Temper followed by cruel, angry words which stick like barbs in the heart of his friends and family. |
| Practical in home relation, teaching his children self-help. | |

These are the characteristics of the Muscular type, no matter what other combination of types form the composite of the individual.

Applied Psychology will overcome all limitations, strengthen your weak points and bring out your strong points.

# NOTES

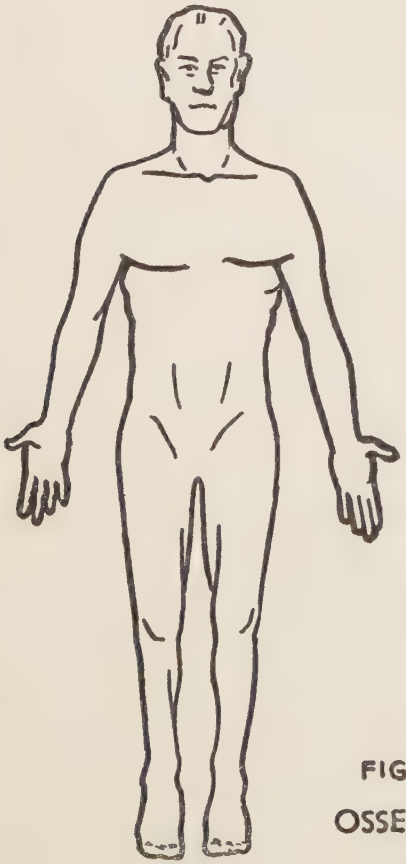


FIG-7
OSSEOUS BODY

## CHAPTER IV

## OSSEOUS OR BONY FORM

### Skeletal—Bony—for Leverage and Equilibration. Angular, Rough—Stalky, Slow—Stable, Deliberate

**Mountains vs. Men**

Dr. Joseph Sims has well said: "Geologists in speaking of the mountain ranges of North America, refer to the Rocky Mountains as the backbone of the continent, and to the lesser ranges branching off this central system, as the ribs and support, and we find they bear a striking similarity to the bony structure human body, in the apparent support they give to other portions of the earth's surface. As the rocks represent the stable and reliable portion of the globe, so the bony structure of man and other animals, gives firmness and tangibility of character, which cannot otherwise be obtained.

**What Makes Big Boned Men**

"There are two great causes which go to produce and develop large bones in man and animals.

FIG 8-A

OSSEOUS FACE



FIG-8

OSSEOUS HAND

"The first comes from nature, in the shape of soil or food, and water. For instance, the States of Kentucky, Virginia and Tennessee are famous for tall men, fine horses and large mules, plus other things that might be named. The foundations of those States are laid in the lime rock, which everywhere prevails under the surface, and hence the water supply to man and animals is largely impregnated with lime, the material of which bones are made.

"Its secondary influence is found in the fact that the cereals are largely built up from this source. The wheat, corn, straw and hay of those States contain a larger percentage of bone-producing food than is found in the grain raised in many other States.

"The second cause is exercise, which grows naturally out of a healthy and rapid bone development. The inhabitants of Tennessee and Virginia, who ride much on horseback, are usually large, lank and powerfully framed men. That species of exercise does not call for the use of the muscles so much as other labor, and yet is sufficient to make the bones grow. Prominent men in our own and other countries are striking examples of the intimate relation between exercise and large bony

structure. Washington, six feet three in height, rode a great deal on horseback.

### Great Osseous

"Lincoln, whose early life was one of much exercise, towered body and mind above his fellows. Lafayette, the great philanthropist and Franco-American defender of liberty, was one of the tallest officers in our revolutionary army. The exercise of his school days at Chavagnac, his birthplace, developed the boy into the tall bony man, whose honesty became a proverb. Alexander the Great, Brutus, Mahomet, Cromwell, and a host of others might be named who were all tall and bony men, and on them above all others, the nations relied for support.

"The influence of sunlight and exercise tends toward developing the bony structure, while the reverse actions deteriorate it.

### Honesty and Bankers

"The bankers of London, at the present moment, are puzzled to devise some plan by which their clerks may be kept honest. We say, the only way is to procure boys from the country districts who, by the exercise necessary to farm life, have finely-developed bone forms, for with

this class of organization will be found stable honesty of character. Perhaps some finely-dressed city fop may wink, and mince, and say 'a country lad could not do the business, he would be "so green." ' We reply, that George Peabody was a country boy, who had an excellent physical constitution, the foundation of which was laid in country life. Nearly all the London and New York bankers were raised in the country, and do not seem to be so green as the city fops. who never mount the ladder of fame, or wander abroad except after gas-light.

"Large men, whose bones bear a full proportion to the other parts of their bodies, will be found to be decided, firm, persevering, honest, honorable, hopeful, slow and sure; enduring, constant in affection, poor politicians, progressive in science, peace-loving, yet full of moral courage.

### Osseous Are Born and Made

"Variations among members of the same family may frequently be observed. The father may have very large bones, and the mother very small ones, and the children might inherit the individual qualities of either parent

exclusively, or a commingling of both. Bone culture is an inheritance not confined to one generation, but permeates through a long line of ancestry, and, like liberty, or any other of the great blessings of humanity, its price is 'eternal vigilance'.

"As long as marriages are contracted without due regard to fitness of organization, the children born under such circumstances will not only vary, but are likely to deteriorate; consequently every child should have special education and training to preserve and bring out the best type of man.

"The poorer the structure, the greater the care required to develop better conditions. It is the poor farm that needs the husbandman's nursing hand. What a stupid mistake those parents make, when they train up their delicate, puny children to be tailors, shoemakers, etc., thus dooming them to a life of disease and early death.

### Sunlight and Fresh Air

"They should have been sent out into the sunlight and pure air, to gambol and play the livelong day, or to swing the axe, to climb trees,

or take any exercise that would in some measure remedy their poor fortunes.

"It is time we should learn the fact, that labor out of doors in fresh air is physical salvation, to be followed, not preceded, by mental safety and beauty.

### Bone and Brains

"When the bony form becomes allied to brain form, we have men of great genius. Cicero, Locke, Tasso, Petrarch, Shakespeare, King Alfred, Tyndall, Wyckliffe, Liebig, Morse, Lincoln, and thousands of others, were specimens of this combination of bodily and mental strength. This form gives decided features and well-marked physiognomies, which indicate energy of character and honesty of purpose.

### Fine Qualities

"Bone-brain men are slow of motion, strong of mind and body, possessed of untiring energy and powerful passions, which make them disregard the groveling law of common life, by which the bulk of mankind are governed. They devise gigantic schemes of adventure,

and great and perilous undertakings in the pursuit of science, power, or renown; linked to their purposes by the bony hands of a strong manhood, they pursue profoundly and accurately, without extravagance, the great business of their lives. This combination produces the grave and thoughtful, prudent and doubtful, orderly and mathematical, mechanical and inventive genii-men who are usually dignified and safe in every enterprise. They are firm in step, cautious in their vocations, and penetrating in science."

The following verse pictures men of the brain-bone make:

"Big was he made, and tall, his port was fierce,
Erect his countenance; manly majesty
Sat in his front, and darted from his eyes,
Commanding all he viewed."—Oedipus.

Or, as Shakespeare has remarked of large men—

"Why, man, he doth bestride the narrow world
Like a Colossus, and we petty men
Walk under his huge legs, and peep about,
To find ourselves dishonourable graves."

"Men of the bone-brain form can labor and think with apparently little exhaustion, and to be great requires that capability in an unusual degree.

"Strength of bone structure is allied to honesty and reliability of mind. As Owen, one of the greatest anatomists of the present century, has observed, 'The only difference between a wise man and a fool is a few grains of phosphorous more or less in the brain'.

"So with regard to firmness and honesty of character, a few pounds more or less of bone makes all the difference between an honest man and a villian. Shakespeare was right when he made Julius Caesar exclaim while he plotted for supreme power in Rome—

"Let me have men about me that are fat,
Sleek-headed men, and such as sleep
o'nights;
Yond Cassius has a lean and hungry look;
He thinks too much: such men are dangerous!"

"He knew that he could bribe and purchase the silence of the plump, jolly fellows, but that the angular, long men were too honest to be bought.

### General Sherman

"General Sherman was six and a half feet tall, and no more upright or honest man ever faced bullets on American soil.

"Ewing, who reared Sherman, said he was the most reliable boy for an errand he ever knew, and too honest by far for the political field.

"When you see a man moving like a tall pine among oaks, rest assured that in connection with his fine bony structure will be found probity of character. Care, however, must be taken in arriving at conclusions on this subject, as height alone is not the sole criterion.

"Some men who have larger bones are not so tall in proportion to other portions of their body.

"The general appearance of the bones of the face, the squareness of the shoulders, etc., are signs which indicate the prevailing bone build. Wrists are prominent, knuckles, nose, cheeks and forehead stand out plainly, as if to say, here I am, you can depend upon me in case of emergency."

## Other Types

All the features of the various types run true to form. The Alimentive is built on circles, with small body frame work compared with his fatness. The hands and feet of the Alimentive are small, fat and dimpled to correspond with the rest of his body. The Thoracic has a kite-shaped face tapering from the cheek bones down to the chin and slightly tapering from the cheek bones up to the hair line on his head. His hands and feet are long and tapering to correspond with the rest of his make-up. The high wide chest naturally tapers toward his waist line. The Muscular is built on squares and has hands and feet which are square, and which harmonize with his body. The Osseous has a bony body so his hands and feet are equally bony to correspond with the rest of his bodily framework.

Things don't just happen in nature. There is a reason why each person acts as he or she does. This reason is largely governed by his or her type. But it would be fatal to the world if nature made each person by using a mould from which the person could never be changed.

## Psychology and Human Analysis

While we act as we do predominantly because of our type, yet every element of each type in all individuals is subject to the rules of psychology—the power of mind over the body.

Our ambition in this text-book is not only to show the outstanding and peculiar characteristics of the respective types, but to give the inspiring assurance that the weakest points of the various types are susceptible to reconstruction, bolstering, remodeling and progressive development, while the strongest features may be buttressed, reinforced and given added power and strength.

The Osseous is the last type to be classed by science, yet he is in many respects the most extreme of them all.

## Small Osseous

The Osseous does not necessarily have to be a six footer. That stature reflects the extreme type, but any one whose bones are big for his body may be largely Osseous no matter what other combination of types go to compose his make-up.

### Built on the Oblong

When looking for the Osseous type we might expect to find a person built on oblong outlines. His squareness will be elongated. He is full of right angles and sharp corners.

### Face Oblong

In looking at the Osseous directly from the front it is readily seen that his face suggests an oblong, quite contradictory to the round Alimentive, the kite-shaped Thoracic, or the square-jawed Muscular.

Even the profile of the Osseous will present more of the appearance of an oblong than any other.

### Cheek Bones

In judging the Osseous cheek bones, care should be taken that the formation is not confounded with that of the Thoracic. The Thoracic is wide from cheek bone to cheek bone and then tapers toward the chin, giving the kite-shaped appearance referred to.

The Osseous is the bony man and the typical Osseous will always have high cheek bones, but instead of tapering toward the chin the

lines run perpendicularly down toward the jaw corners. The typical Osseous cheek and jaw bones are somewhat narrower than those of the Thoracic.

They give an oblong effect to the features of the face just as we find the oblong effect in the rest of the Osseous make-up.

If there is a blending of the broad high cheek bones with a slight tapering toward the chin, we have a combination of the Thoracic and Osseous.

### Head Oblong

What is true of the face of the Osseous is also true of the head. The appearance of oblongality can be traced throughout the entire make-up of the typical Osseous—high head, long neck and prominent Adam's Apple.

### Hands

The hand of the Osseous also carries out the oblong shape. It is long and in the typical Osseous it is somewhat gnarled.

Like the hand of the Muscular it runs straight down from the wrist without tapering. While the hand of the Muscular is hard

and tense, the Osseous hand is bony, large jointed, angular and is as rigid as it looks.

### Hand Shake

Now this rigidity is carried out also in the Osseous' actions and characteristics. There is no flexibility in the hand shake of the typical Osseous. There is little bending in the entire make-up of the Osseous. His hand shake, therefore, conforms with the rest of his unbendable determined martyr-like characteristics.

Should the oblong hand be flexible it is evidence that there is some other type in the make-up of the bony person.

### Fingers

Large, bony, knotty fingers help to reveal the Osseous type. This, of course, is in conformity with the rest of the Osseous' build and framework—quite in keeping with other of his bones and joints making up his physical organism.

Therefore, the hand, face and head of the Osseous conform with the rest of his build and structure.

The Osseous is big boned. There are small Osseous individuals as we mentioned above, but wherever the bones are big for the body the individual is of the Osseous type.

The typical Osseous is usually a big man, the six footer. The typical or extreme Osseous is always tall.

To recognize the Osseous, bear in mind a person whose bones are big for his body. Prominent ankles, knuckles, wrists, and elbows, are sign posts of the Osseous man.

The bony man is the Osseous man.

### Compared With Other Types

When the body is built on circular lines and fat predominates you recognize the Alimentive trend no matter what other elements may compose his make-up. If he be florid, has a kite-shaped face, tapering hands and feet, you may know, despite what other combination of types may be in his construction, that the Thoracic predominates; if he be built on the square, with square head, chin, hands and feet, you may know that no matter what other types may be blended in his composition he is of the Muscular, while the person in whom bones, knuckles, big joints and oblongarity are pro-

nounced, is of the Osseous type no matter what other types may be exhibited in the individual. Just as he differs from other types in his physical construction, so does he differ in his personal traits and characteristics.

The Osseous, "the raw-boned man," who has been called the "stayer," is an outstanding figure in any group of people.

His whole physical framework is the embodiment of massive bones and joints. His rigidity is as clean cut in his mental fabric as in his physical composition.

Large joints are more significant than height, but a large jointed man is one who has much of the Osseous in him.

### Looks the Part

This rigidity is consciously or unconsciously acknowledged by all who meet the extreme Osseous. He looks like the fellow who can make up his mind, take his stand and keep it. And that is just what he does. He looks the part of immovability, unchangeableness, and stability, and he lives up to his looks.

### Not a Good Mark for Hold-Ups

Because of this firm, determined, powerhouse of strength, the thugs and sand-baggers pass up the bony man.

### Barkers Stay Clear

People who are wont to lord it over others steer clear of the extreme Osseous. He is not approached on the street or elsewhere by anyone in a familiar way or "tone of voice." The big boned, formidable, angular, tall Osseous gives others such an impression of his body, muscle and mind that the "hot dog peddler" doesn't call "get 'em red hot" at him.

### Hands Off

The typical Osseous is the personification of "hands off" to street vendors and beggars. They seldom approach him. Neither is he approached by gold-brick salesmen or other confidence men.

## TO RECAPITULATE

To determine a pure Osseous look for big bones, joints, and knuckles. Remember there are small Osseous as well as big, but most

Osseous are above the average in height. By watching for large knuckles and joints you will be able to pick out the Osseous.

An oblong face with high cheek bones, oblong hands and oblong feet, show the typical Osseous.

### Meat vs. Bone

You can dent a piece of meat, likewise, the fat man. He will let you change his mind or he will even do it for you to keep peace and have things go smoothly. The Thoracic can change his mind or way, for you or himself, as easily as the seasons change. The Muscular will put up a fight to maintain his place or ideas, but the Osseous will stay there, like Custer's Last Fight, until every last man jack surrenders his notions, when he might change his mind. When he does change, he is as immovable from his new position as before.

### Immovability

Immovability is spread in capital letters all over his make-up, in his physical, mental, and moral tendencies.

The Rock of Gibraltar has nothing on this type. Just as winter in the Land of the Mid-

night Sun stays for six months, so the Osseous when he comes to a decision; he has made it, to stay by it until many suns may come and go and many winters make their advent and pass into history.

When he is once set he is "SOT." This may apply to his home, town, business, profession, idea, or chair—when he's there, he's there to stay.

### The Stayer

That's him—he stays. He not only "stays put" when once responsibility has been thrust upon his shoulders, but he STAYS at everything, everywhere, every time.

He is slow to make up his mind, but when it is made up, it's made, and it's going to take all the king's horses and all the king's men to move him.

### Martyr of the Ages

He is the one who dies for his beliefs and languishes in prison and refuses to recant. As examples of this stoical type we may mention McSweeny, Eugene Debs, Washington and Lincoln.

Each of these men suffered criticism, ostracism, the slings and arrows of outrageous fortune, which finally bring other types to their knees, but which have no effect upon this stoical type. In fact, opposition only spurs him on. He can readily, even joyously die for his faith—He is the world's best pioneer and the martyr of the ages.

### Distinctive

The bony man was common among the Puritans and the Pilgrims. The typical New Englander today is the descendant of the Puritans and as distinctive in his make-up and characteristics as a Japanese, a Russian, a Scandinavian, or a Jew.

### Conservative

His spirit of conservatism in every particular reflects his mental processes. That is, he does not change often, his mind, clothes or anything else. He has therefore, the one track mind. It is not hard for him to get in a rut and when he does, it's easy for him to stay there.

There is one good feature about the man who does not change his mind too often. If he

knows how to concentrate he may accomplish more than other types who scatter their energy by changing.

### Endurance

"Most of the bone-brain born can labor and think with apparently little exhaustion—to be great requires that capability in an unusual degree."

### Dependable

Of all types this man is the most reliable and dependable. You can trust the Muscular to work, the Alimentive to "Boss," the Thoracic to be spectacular, but the Osseous is always on the job, wherever he may be placed.

The Alimentive slides away from trouble, the Muscular flies off the handle and the Thoracic blows off steam, but this type is usually the same—steady, and does not waste energy in emotional skyrocketing.

He likes responsibility and when once given this, should be permitted by his employer to work out his own salvation. He will always be on the job but he should not be prodded or driven.

Do not try to give him continued advice. In business dealings rely on him and let him know that you appreciate his dependability.

### Word Good as Gold

Not only is this type the most dependable but he lives up to his promises more than any other. The man whose word is as good as gold is the Osseous.

### Straight Laced

The Osseous man is straighter up and down in physical lines than other types and in this he conforms to nature. In the realm of morals, he is more straight laced than any other type.

### Clothes

He doesn't change clothes any more than his mind. If he finds a collar or hat he'll stick to it a hundred years. Note the clothes on the typical New Englander. There are more old fashioned clothes worn in New England than in any other section of the United States. Just notice and you will find that all these people are of the bony type. It is their make-up not to change.

### Food

He likes the same food, eats the same menu for a lifetime. He doesn't change in this any more than he changes in other things. This is really good for his digestion, easy on the pocketbook, and healthful in general.

### Friends

He is as conservative in the number of friends he acquires as he is in other things. He doesn't make many friends but the few he has he stays by.

He lives unto himself more than any other type, and cares little for social life or the limelight. Therefore, he is not a good mixer.

### Responsibility

He likes responsibility if given the kind that does not require too much thought and work. Give him a thing to do and he will stay by it till the Judgment Day.

If you are an employer, to get the most out of an Osseous, shoulder responsibility upon him. After you have given him the responsibility, you may go your way knowing that he is sticking to the job. He may have to be

hurried a little, now and again, but do not prod him or try to push him. He is always on the job. You do not have to watch him.

### Poised

It is natural for some types to like opposites. Do you not like the sturdy, steady, dependable Osseous? Think how calm and firm poised the bony man always is. We, who are hot tempered, easily touched off, hair triggered, high strung, easily aroused, who have had to spend so much energy following the admonition of Scripture, "He that is slow to anger is better than the mighty; and he that ruleth his spirit than he that taketh a city," can appreciate the always poised human—the Osseous.

That passage of Scripture was not written by an Osseous. He would not have understood. It needed the hot tempered, quick acting, temperamental Thoracic or Muscular to have written "He that ruleth his spirit is better than he that taketh a city." What energy we lose—what power the Osseous has stored up!

### Man of Few Words

He does not often openly condemn and seldom praises. When he does you know you are deserving of it.

### Tongue

Can a woman hold her tongue? Yes, if she is an Osseous. The Osseous refrains under all conditions from answering back and needless talking, just as he keeps his sorrows, griefs and misfortunes to himself. He also keeps his ambitions, useless gossip and idle tales closeted within his own bosom.

### Talk

They therefore, talk less about their private affairs and are more reticent than others. The Alimentive can jolly either himself or others; the Thoracic is very confidential and the Muscular outspoken, but the Osseous knows how to keep still.

### On Time

The bony framed man is always on time. If he makes an appointment he will be there and he will expect you to be the same. If the Ali-

mentive is late at work he stops to explain; the Thoracic will thrill you and not give you time to be angry, but the Osseous will be there, Johnnie on the Spot—punctuality personified.

### Honest

He is always on time. This is true of him in the payment of his debts. If he has an obligation to meet he is there with the money or else to tell you why not. He gets less credit than any other type because he asks for less. He seldom approaches the credit man, although he makes the best risk.

### Emotion

He is always somewhat repressed. He keeps the lid on, but when aroused is like the volcano that belches forth its fury of lava when there is no other exit for the inner turbulence.

The Alimentive smiles and slides away from emotion. The Thoracic uncorks on the spur of the moment. The Muscular effervesces at the drop of the hat, but the Osseous has to be prodded, goaded, and rough-ridden for a long time before he gives vent to his emotion. He'll stand more than any other type. He'll take more than any other type, but when once the

limit has been reached he has more fury in his emotionalism and it lasts a much longer time than with others.

He cannot be forced or driven in any way at all, except perhaps when, backed into a corner, he is being goaded beyond endurance.

### Temper

It takes a long time to arouse his temper, but when it is aroused, well, get out of his way. Just as it takes a Mogul locomotive with a heavy train, longer to get under way and longer to stop, so it is with the Osseous in terms of temper.

You may goad him until his patience is almost exhausted, but he still remains immovable, but when the last thrust strikes home and he begins to snort, it is time to get out of his way just as you would flee from an onrushing, enraged rhino.

The Alimentive never does get into a rage or temper. If he is hungry or sleepy he may be a little irritable but never shows temper. The Thoracic has a quick, fluttering temper but it is soon over, with no sting left behind. The Muscular's violent temper leads him to take it out in fights but when in time the Os-

seous' temper is aroused, and the volcano explodes, the Osseous continues to reflect and holds his injury in mind when everyone else has forgiven and forgotten.

### Doesn't Forgive

The Osseous is as rigid as the New England stones among which the Puritans were reared. He seldom forgives. The man who will turn his wayward daughter away from his home and say "Never darken my door again" is usually of the bony type.

### Diseases

"Disease cannot be said to afflict the Osseous more frequently than any other type with the exception of moodiness, fear, especially financial fear, long sustained hatreds and resentments, to all of which the Osseous is highly susceptible.

"These mental afflictions, coupled with lack of change, are directly responsible for later stages of disease in the majority of cases."

### Sorrow

There is nothing flabby about this type in anything. He is not the mushy, soft type in

love; he is not the sentimental, gushing type in business; neither is he weak-kneed or "as a reed shaken in the wind" when it comes to the more weighty and heavier cares of life. He can stand grief, sorrow, and misfortune without wavering an eye. He is stoical in all life's stormy experiences. He never wears his heart on his sleeve, neither does he tell his sorrows to others, and he doesn't like others to tell their sorrows to him.

**Movements**

He is the slowest of all types—slow in his actions, slow in his movements, slow in his maneuvers, slow in everything. The Thoracic is quick and always doing something, the Muscular is active and never rests, Fatty is easy going and cheerful but brother Osseous is slow and cool.

**Music**

He likes the rhythmic, staid and dignified selections in music. He is a type that seldom changes his ways, which is a whole lot in his favor. There is no one type better than another. They all have their strong points and their weak ones.

Would that we all had had more of the Osseous in us when it came to the change of music, from the harmonious ballads of thirty years ago to the trash of the present decade.

The Osseous does not like jazz. It is such a difference and such a change from the music he appreciates that the modern jingles disgust him.

The bony framed man likes the martial type of music. Classical numbers and ballads are also favorites with him.

### Mechanical

He is methodical, mathematical, orderly, mechanical and inventive.

### Systematic

Have you ever heard of a neat housekeeper who can go to her cupboard at night, in the midst of the blackest darkness, without a candle, put her hand on the shelf where there is one tea cup, or on another shelf where there is a platter, or in another part of the cupboard where there is this dish or that? Well, the person who knows where everything is from ribbons and bows, to bolts and nuts, is an Osseous. "A place for everything and every-

thing in its place" must have been written by the oblong individual.

He is as systematic in his business as he is in everything else. Everything is always done just so and he expects everybody else to do it in like manner. Therefore, he is a hard man to work for, or a difficult partner with whom to harmonize. He does not give and take like other types. He even shows irritation over their little mannerisms in system, method or work.

If one of your boys comes into the house and flings his hat in the corner, or tosses it under a chair, and forgets where to find it, he is probably a Thoracic. If he always hangs up his hat in the same place you will understand he is an Osseous. The difference is in the type.

The families who wash on Monday, iron Tuesday, mend Wednesday, sweep Thursday, clean Friday, bake Saturday, are all from the sturdy pioneer, Puritan type and of Osseous extraction.

### Plans Ahead

The Osseous is never hurried; he has everything worked out in plenty of time to the last

detail. Did you ever notice people rushing to a train, baggage late, all out of harmony, covered with perspiration? They were not of the Osseous type.

Not only is he methodical and systematic, but he plans far ahead and lives up to the schedule. Whatever he plans he is ready before the hour strikes to do it. If he is going to take a trip he knows where he is going ahead of time. He knows what road he is going to travel on, what time the train leaves. His bag will be packed and his trunk ready long before the time for departing arrives, and then he will have a time-table in his pocket well marked and thumbed.

### Social

He doesn't care for social life, for the display of clothes, for the applause of the populace, nor does he aspire to be attractive in a group. The Osseous women are even less fond of display.

The woman who cannot understand why her niece, a Thoracic, wants to spend time dolling up and dashing out to social affairs is an Osseous.

### The Rainy Day

This doesn't bother the Fat Man or Thoracic. The Muscular is saving, but not because of fear, as is the Osseous. Their fear of change, and their fear of the future, is why so many of the Osseous stay at the same job at a small pay all their lives. They are afraid to risk anything, even to taking a new position, in which the prospects may be much better.

### Reading

A few authors are all he reads. He will spend a quarter of a century reading one subject and ignore everything else. When he finds one author he likes, he will read everything he writes.

He will read the same paper or magazine for forty years. You see he is not changeable even in his reading.

### Rich

Even when rich he never takes up fads, or spends money lavishly. Most conservative of all types he avoids extremes. When he is rich he spends his money as all the rest of us do to conform with what is expected of his station in life.

### The Osseous Cares More for Money

He cares more for money than any other type, and that's the reason, or one of the reasons, why there are fewer millionaires of his type than of any other. You don't get money by hanging on to it. You get money by using it. The Osseous pinches it too much and squeezes it too hard. This makes him negative instead of positive, hence he cross circuits the money currents.

Another reason why this type seldom acquires riches is, he cares so much for his money and is so conservative, that he never takes a chance, and never runs a risk.

When, however, he is combined with some other type, this desire to be careful with money, is the reason why he is so successful in banking and in other forms of business where he has charge of others' money.

### No Nerves

This is an age of nerve diseases—neuritis, neurasthenia, etc.—but see how few Osseous men have nerve trouble—they are too cool and reserved for that. Their power-house of energy has too many extra volts of calmness to let them succumb to nervousness.

Compare them with the Thoracic who is highly sensitized.

### Hoarder

Have you noticed in old-fashioned families, people who make wills which bequeath to others personal trinkets they have accumulated? That's the bony type. They use it as long as they can and then want others to share it when they're gone. Such people are hoarders. The wildest imagination could not fancy a stingy fat man, a tight wad Thoracic, nor a penurious Muscular. The fellow who pulls the purse strings tight around his wad is the man who has a lot of bone. You wonder why some children are spendthrifts and others are saving. Analyze their types and you have the key. The bony man hoards everything. The family that has accumulated enough old furniture and bric-a-brac to fill all out doors, owns some members with the Osseous strain in them.

### Longevity

He lives longer than any other type for two reasons: He doesn't burn up his nerves by

anger and other outbursts of emotionalism and does not overeat. He does not care as much for foods as the first three types and likes to save his money. These combined characteristics contribute to his long life. Were it not for the harboring of resentments and grudges, the Osseous would live much longer still.

### Walk

He is true to type in his walk. The Alimentive wabbles; the Thoracic has a springy walk; the Muscular, a quick heavy tread, while the Osseous is deliberate, staid and a little mechanical. He would not get a hustle on him if Vesuvius sent a radio that it was about to belch forth its lava upon him at the next crossroads.

He has been walking with that mechanical ease for centuries—in fact, so long that he likes it. After all, isn't it sensible?

The author can speak with authority, being one who has burned up enough energy in useless walking to broadcast several concerts, vaudeville shows and Ringling Brothers circus programs by radio. The Osseous does not hurry in walking, love making or in anything else.

### Constant

You could not, now that you know the pure Osseous type, imagine him flighty or fickle any more than you could imagine Gibraltar becoming flexible or the Andes swaying in the wind. He is constant, staid, dependable and sure.

### Specializes

He is therefore seldom versatile, but stays on one track or in one line better than any other type. He makes a good specialist in whatever line he may follow.

To have more than one thing doing at a time upsets him, makes him irritable and exasperated. "This one thing I do" is a good bony type phrase, whether St. Paul was an Osseous or not.

### Contrary

The big boned man, the big knuckled man, the oblong faced man always takes the opposite side. Tell him to do a thing and you can count upon it that he won't. All of us have a certain amount of that stubborn "won't do it because I'm expected to do it" characteristic, but the Osseous has it developed to the nth

degree. If you want an Osseous to do something you should not make it a command or even a suggestion. You had rather intimate something to the contrary, expecting him to do the thing you do not ask him to do and then you may get done the thing you want.

He is "agin" everything. He doesn't know why, but he is. This, however, is a good thing for us after all. It helps the world to keep its balance and its poise—saves it from running away from itself. It takes the Osseous a long time to change his mind and when he does, he is well intrenched in his old time habit of staying "sot" where he is and being "agin" something else, in turn.

### The Pioneer

We sometimes wonder how the Osseous could be a pioneer, a trail blazer, a leader in reforms, when it takes him so long to change his mind. That is because when things go wrong, he begins to think how they can be righted. He does not jump at conclusions over night, but takes plenty of time to figure them out. When once he has made his decision, nothing is permitted to alter or defer his action.

It took our forefathers, the Pilgrims, a long time to make up their minds what they were going to do to rid themselves of ecclesiastical and civil tyranny, but when once they determined they would seek a new country, free from the yoke of the king, where they might enjoy independence now and forever, they defied the power of the throne, they braved every danger on land and sea, and amid a thousand perils in storms and hurricanes, fought the blasting elements of the rigorous winters of New England, faced famine and death and beat off the redskins. It took them some time to make up their minds what to do, but when their minds were once set there was no stopping them, they accomplished what seemed impossible.

### We Owe The Osseous Much

While they were putting over one great reform, such as effecting the Independence of the United States of America, bringing freedom not only to themselves but to the great wide world, they were by necessity of their leadership ahead of the times, and yet in many other things, they were conservative, slow and contrary. The present-day Osseous still runs

true to form just as his Puritan forefathers did.

The big boned, sturdy built, Rocky Mountain man is made to withstand the hardships of life and endure perils on the outskirts of Civilization. Wherever the battle flag of man's evolution in commerce, state or religion is unfurled in a new territory, country or continent, the Osseous is the man who will be holding aloft the flag, and will, although imperiled by suffering, pain and death, ultimately plant the emblem of progress upon the world's battlements.

The world is eternally indebted to the Osseous type.

### Home

He is probably the hardest type of all with whom to get along. The Osseous men give their wives the smallest allowances. There is less of a democratic spirit in the home of the Osseous than in other homes. He expects others to conform to his manner of living without expressing their own views and if they do, they must express them in soft tones and in a whisper behind closed doors.

He expects everyone in his home as well as in business to be systematic and methodical, because he is. Because he is so rigid, less adaptable than other types, he cannot understand why people do not see things as he does.

### People He Dislikes

The bony man does not like people who try to speed him up, hurry him on or make him change his habits. Fat people irritate him, but his strongest aversions are the people who try to dictate to him. This type cannot be driven. The only way to handle him is to let him think he is having his own way. "He likes submissive, amiable people who never interfere with him or lend themselves to his plans."

### Sitter

He makes few motions and doesn't exercise himself enough even to talk with his hands like the Jews or Italians. He doesn't move enough to unlimber in any way, physically or otherwise. Therefore, when he sits he does not lounge or lie down. The Alimentive will find the cushioned seat, the Thoracic will change his easy chair from one position to another. The Muscular will find a way to cross his legs

or move about in such manner as the easy furniture will allow, but the Osseous instead of slumping in his chair wants to sit up straight. He prefers straight chairs to rockers. Therefore, you see the law of compensation among the types is at work. The Osseous makes it possible for the other types to have what they want while he gets what he desires in furniture and chairs.

**Writing**

In writing he uses no flourishes. He is neat and saving of paper—true to form again—conservative and does not write much at any one time.

**To sum up the strong and weak points of the Osseous:**

**SOCIAL**

| Strong Points | Weak Points |
|---|---|
| There are no purely social traits in the Osseous. | Reticence. |
| His general straightforwardness and uprightness might, however, be put in the category of social assets. | Stiffness and sometimes awkwardness. |
| | Disinclination to praise or commend people. |
| | No mixer. |

## PHYSICAL

| Strong Points | Weak Points |
|---|---|
| Towering strength. | Bitterness. |
| Not an over-eater. | Cherisher of a grudge. |
| Of regular habits. | Harboring evil thoughts toward those who wrong him, has a tendency to create a poisonous chemicalization in his system which in later years undermines his health. |
| Indulges to excess in nothing. | |
| Conserves his energies. | |

## EMOTION

He is too well poised, staid and conservative to be rightly classed as emotional.

## BUSINESS

| | |
|---|---|
| Methodical. | Unable to see another's point of view. This makes him unbending and unable to adapt himself either to his patrons or his employees. |
| Systematic. | |
| Punctual. | |
| Keeps his word. | |
| Honest. | |
| Reliable. | |
| | Too staid in his ways to take on new methods. |
| | Too exacting and rigid. |
| | Overcautious. Stubborn. |

## DOMESTICITY

| Strong Points | Weak Points |
|---|---|
| Fidelity. | Dictatorial. |
| Faithfulness. | Unyielding. |
| Constancy. | Limits his family with money. |
| | Not demonstrative in affection. |
| | Obstinancy. |

These are the characteristics of the Osseous type no matter what other combination of types form the composite of the individual.

Applied Psychology will overcome all limitations and build up the strong points of your character.

# NOTES

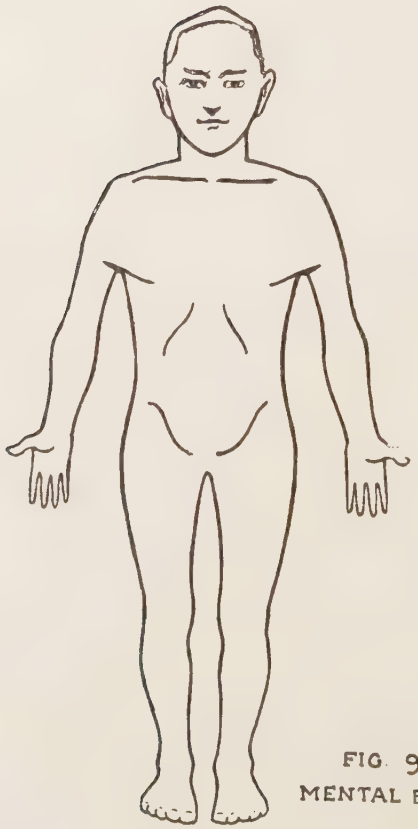


FIG. 9
MENTAL BODY

# CHAPTER V
# CEREBRAL

**Brainy—Mental—for Integration Within and Adjustment Without**

**Slender, Pointed—Reflective, Theoretical Thinker**

## Description

The Mental, like all other types, has his development because of the exercise given that part of the body which predominates in his type. Just as the Alimentive is large because he exercises (by over-eating) the digestive organs and assimilative system, and the Muscular has tense, firm muscles because of his Muscular activity, so the Cerebral type takes his exercise in mentation and therefore develops his brain more than any other type.

He reads more, he thinks more, and he talks more about deeper subjects than the other types, thus bringing the blood up to his brain and enlarging his head at the expense of his physical strength.

## Head

The first thing you notice in the characteristic Cerebral type is his large head.

FIG-10-A
-MENTAL FACE
FIG-10-B
MENTAL HAND

The typical Mental head is triangular in shape, with high forehead, wide head, a gradual tapering from the temples down to the chin, presenting a triangular or pear-shaped appearance (see Chart No. 10). This is not to be confused with the kite-shaped head of the Thoracic (see Chart No. 4-A). In the chapter upon brain anatomy we learn that the skull is pliable and unfinished at birth and grows to conform with the size and shape of the brain as a hand fills a glove.

### Chin

A typical Mental chin is narrow, almost pointed.

### Body

The head is on a small neck; in fact, the whole body is frail and aesthetic in appearance. This is due to the fact that the Cerebral uses so much brain power that the nutrition, instead of giving size to the bone, weight to the body, and muscle to the frame, is consumed in developing the brain and making the head larger.

He has a thin skin which is very sensitive, and as the nerves are nothing more or less than

elongations of the brain, and inasmuch as the Mental lives more in his brain and nerves than any other type, his skin is very thin and delicate. That is why the author, the artist, the poet, and the dreamer, suffer more than any of the other kinds of people from comparatively slight injuries.

### Hands

The hands are thin and delicate. As mentioned above, the pure Cerebral has a small frail body. Therefore, he is not much of a worker, has not the strength for manual labor, prefers to sit and dream rather than to get up and go.

### What He Should Do

The Cerebral should whip himself into taking exercises, breathe deeply and eat regularly. His heart and lungs are often underdeveloped. His muscles are weak or flabby for lack of exercise, with the result that he has a frailer physical body than any of the other types.

### Walk

His walk is jerky; he takes short steps, lacks muscular tread; as a result his walk is irregular. His awkward carriage is not as noticeable when he walks slowly as when he walks briskly.

## TO RECAPITULATE

Frail body, big head or high forehead. Head shaped like a pear or triangular. Thin skin, delicate hands, jerky walk.

### Absent Minded

He is absent minded in everything, even to his eating, and he doesn't care whether he eats or not. The fact is, that a pure Mental, does not know half the time whether he has eaten or not. Like Edison, he becomes so engrossed in what he is doing that he may even forget the wedding hour has come. This, of course, makes him a better thinker for it is pathologically understood that a man cannot think well on a full stomach. Too much blood is required for digestion to give him enough necessary cerebral stimulation, which is a vital asset with a good thinker.

### Not Much On Eating

And because he is indifferent about his own eating, he is the same in regard to his family. He doesn't care about eating, so he doesn't particularly get a hustle on himself to see that the others are well fed.

The housewife who is always behind with her meals, never has them ready on time and very little to eat when the family does sit down, is, you may be sure, **not** an Alimentive, but a Cerebral.

The Cerebral is so absent minded that you might send him out to the grocery store at five o'clock to be back with something for the six o'clock dinner, and yet at seven o'clock he may not have arrived. If you go to a nearby library you probably would find him there engrossed in reading, forgetful of the necessities of life and of the requirements of his family.

### Where to Find Him

You go to restaurants and eating houses and soda fountains to find the Alimentive; to theaters and amusement places to find the Thoracic; to reform gatherings to find the Muscular, and to bankers' and accountants' conven-

tions to find the Osseous, but to the libraries to find the Cerebral.

### Not Cold

He is so absent minded that he goes down the street, passes his best friend and never sees him. Not only is he absent minded but so engrossed in his thinking that people consider him cold and often of the opinion that he is above them, in that he does not take any notice as they pass. Yet the Mental is not a snob and would as soon cut his friends and acquaintances by coldness as he would cut his finger with a knife. He so acts because he is a day dreamer. He lives not so much in his body, as in his head.

### Dreamer

This type makes the typical dreamer, and if there is no other element in his character, will probably never put over his ideals. He lives in his head to plan and imagine and day-dream, but he has not the ambition, practicality, nor strength to materialize the things which he plans. The big, high head, especially if narrow, is the impractical head.

## Most Needed

While the world calls him impractical, and while the pure Cerebral is impractical, and does not cash in on his talent, yet he is, of all types the most needed by society. Before anything is ever accomplished in man's evolution for development in Economics, politics, religion, art or business, someone has to think, and plan, and dream the new things to come. The man who does this is the Mental, who is so impractical, that he cannot turn his dreams into cash, while more practical types walk away with the "swag". Others ring up their sales on what ought to be the cash register of the Cerebral.

He is not the doer of the age. He is the dreamer and the planner and it is as necessary to have dreams, and plans and intellectual blue-prints for our advancement, as it is to have the doer to materialize and the man of affairs to crystallize the dreams. Therefore, in my opinion, we shall have to readjust the economic, industrial and political conditions of the world if we are to play fair with the Cerebral.

### Ahead of His Time

He is always ahead of his time in reforms as in everything else. While he has not the money materially to support reform measures, yet whenever there is a group of men gathered together, be it in the interest of art, science, politics or religion, discussing new methods, ways and means to get out of the rut of yesterday, you will always find the Mental there and listened to with respectful attention.

### Gives

He has neither the strength nor the courage of the Muscular or Osseous to put over the reform movements, but he lends enthusiasm and power, and when the subscription blank is passed, the Cerebral gives more than his share in supporting the cause.

No reform can ever be put over without the Mental type. He is just as necessary to think, dream and plan, and give his new ideas to the world as is the Muscular, who is the typical reformer, having the strength and talent, as well as the courage to speak, to fight and to carry forward great movements.

Although he doesn't fight like the Muscular or hang on like the Osseous, yet in heart and brain, the extreme Cerebral is a true reformer. He attends clubs, meetings and gatherings, and always gives of his mite. He is not circumscribed by form or custom and helps social movements by sheer thinking.

He has brains to see the need of reforms for the world's betterment and he conscientiously wants to help the best he can.

### As Necessary as the Business Man

The Cerebral is just as necessary in pioneer work as is the sturdy, unyielding, martyr-like Osseous, and yet because of the former's dreaming and planning and impracticality, the business man who cashes in and daily rings his cash register, adding to his bank account because of the Mental, is unconsciously playing an unfair game with the Cerebral, who really paves the way by his thinking for the riches the practical business man gathers in.

The time is coming (in my opinion) when we shall change our attitude toward the Cerebral, and shall see that the men who have become rich upon the ideas of the Mental, will in turn have to share their prosperity with the

Cerebral who has made it possible for them to amass their fortunes.

The Alimentive-Cerebral makes the typical millionaire, thus we see the necessity of brains being linked with business.

### Clothes

The typical Mental doesn't care a rap about what kind of clothes he wears. Clothing is about the last thing he thinks of. Here again operates the law of compensation, for as a rule the Cerebral hasn't much money to buy clothes and is therefore satisfied with what he has. This is one of the kind traits of Mother Nature.

Any thing will do for the Mental. He may have a coat of one color and trousers of another. His vest may not harmonize with either and his tie may be sky-blue, pink or reddish, but it is all the same to him. He doesn't live in a shirt or think in a tie. He lives and thinks in his head, and his head is a whole lot better off without any frills and feathers, so far as he is concerned.

### Friends

Of course ,the Cerebral could not enjoy the companionship and friendship of other than

intellectuals. The continual jesting of the Alimentive is hollow mockery to him. The thrilling, vivacious string of talk of the Thoracic to him is superficial. He can enjoy only intellectuals like himself. He almost dislikes the person who cannot think and converse along intelligent lines and worthwhile subjects.

He makes the most sympathetic friend, when he does have friends, but he makes few. First, because there are few who can think as he; second, because he does not care for social life, and third, he has not the money to cultivate society or friendships.

### Not a Money Getter

Because of his impracticality and his frail body he seldom makes money in business (unless combined with some other type), nor can he work hard enough to make money by manual effort.

In many respects the Cerebral is the most pitiful (psychologically speaking) of all the types. Not being able to cash in on his high ideals because of his unworldliness, and not being able to work because of his frail body, his next attempt to make a living is by his wits. In doing this he oftentimes tries to beat others

by trickery, deception and fraud, and, therefore, from this type come many of the crooks and criminals.

### Forced Into Crime

He tries many other things, but failing in these to provide the necessities of life, he allows his mind to be pitted against the well organized methods of livelihood to such an extent that his type is, unhappily, too often found in the prisons. Oh the injustice of the whole affair! The thinker, dreamer, the delicate, the lovable, the gentle, forced by circumstances to become a crook and jailbird!

### Injustice to the Mental

He is not inclined to break laws for the sake of sensationalism, thrills or meanness, but only because he, like the rest of us, has to make a living and the world refuses to pay in cash for the type of work he has to deliver—brain energy. Because the practical man excels the more materialistic side of life, the pure Cerebral is forced into a life he does not like.

### Peaceable

Naturally he is of all types the most peaceable. In his effort to cope with the complex and disheartening economic conditions he seeks work in various places which are rather humiliating to his pride. Notice the next time you go to a first-class restaurant and see if nearly every waiter is not a Mental. The waiter, as a rule, knows more about art, science, philosophy, religion, literature, economics, politics and questions of the day, than the man on whom he waits, and yet the practical diner really foots the bills on the brains of the man who has waited upon him and all the Mental waiter gets are a few pennies in tips that the rich man throws him as so many crumbs.

### Seldom Rich

As already stated, he is very often poor. Man gets what he goes after. The Cerebral does not think much about money. Therefore, he is seldom rich. He is too busy thinking and planning to turn his talents into the practical, materialistic methods of money getting. Perhaps the famous Prof. Agazzi, who

said he was too busy to make money, is representative of many Cerebrals.

### Modest

Just as he does not live in a money world or dream of greenbacks, neither does he care much for the limelight. He leaves that to others. If he writes a play or book or in some other way becomes famous, he refuses to be lionized. He would rather be off in a corner with a book in his hand or sit quietly facing an intellectual friend in his den, than to be guest of honor at a banquet or be the main attraction at a convention.

### Youth

The pure Cerebral, as a rule, dies young. To begin with he has not a good digestive apparatus like the Alimentive, and, in neglecting exercise and his meals or to have them on time, he abuses his God given body by his irregularity and lack of attention to its needs and exemplifies the adage "that the good die young".

### Not a Dissipator—Sex

He does not have a large digestive system. Therefore, he does not eat much and is less

well endowed with the instincts which lead to dissipation. He is not addicted to late hours, wine, women or song. In fact, he has less to do with the baser passions than any other type. The instinct of hunting is distasteful to him. Digestion, sex and pugnacity are at a low ebb in the typical Cerebral.

### Impersonal

He is more impersonal than any of the other types. The Alimentive measures everything from the standpoint of what it will do for him personally. The Thoracic talks about himself. The Muscular is practical enough to see how the thing is going to benefit him, and the Osseous is conservative enough to look out for himself first, but with the Cerebral it is different. The social life is too much for him. He is neither a mixer or a social climber.

### Home

He does not live in his house but in his head. Therefore, he is just about as indifferent to his home, his furnishings, his surroundings, as he is to his clothes.

He has no order, system or methods. If you were to come into his home you would find it

looking like an annex of his study—magazines, books, papers, clips, pins, untidiness all around. The neat housekeeper may be an Osseous and an Osseous will always be a neat housekeeper. The woman who pays little attention to her housekeeping is the Mental.

### Music

He may not shine in the social set like the Thoracic, or in business as the Alimentive or in reform as the Muscular, but when it comes to music he is there, in a highbrow seat. The seat is high, too, in another respect; it is commonly in the top gallery, for he hasn't money to buy a seat in the pit.

Some of us attend classical musical attractions because we want to pose as enjoying them, because it is quite the thing to enjoy the classics. Indeed some of us enjoy the opera so well that we talk all the way through it, even though we have the best seats in the front row, but if the Cerebral can afford to go, he is there because he really enjoys it. He takes pleasure in everything of a high mental calibre.

### Theaters

He enjoys the problem plays at the theater, and yet so many of the best plays are produced under the direction and management of high-priced theaters, that much as he would desire to he cannot patronize the plays he really enjoys the most.

He does not care so much for the variety show and vaudeville as the Thoracic and the Alimentive; it is to him a waste of time. He wants to see a play in which there is a problem being solved or at least discussed.

### Movies

Therefore, his main place of amusement is the movies, not because of choice but because of his pocketbook. Here he can go for a nominal fee and although he has to sit through some of the program he does not like, yet he gets a goodly feast of current events, problem stories and photographic scenery withal.

He doesn't care much for the slapstick, hit-me-in-the-face-with-a-hunk-of-pie c o m e d y, and while the Alimentive is rolling in laughter, the Cerebral sits through it bored, waiting till some mental feast appears upon the screen.

Reader

He is a voracious reader, interested in every aspect of thought, in all walks of life and would like to read all of the books in the library.

He is the typical bookworm. Children of this type would rather read than play. At an early age he is familiar with many serious subjects, while other types are interested only in girls, sports and hobbies.

He would rather go to a lecture on science, philosophy or some other mind-fest than to waste his time at a cabaret or cheap variety house.

Being peaceful, studious, sympathetic and kind without any inclination to make a disturbance or to make trouble, the little Cerebral becomes the teacher's pet. He pays for this in years to come when out in the ruthless world, the practical devotees of the gods of materialism show no respect for the man who has not practical combativeness.

The pure Cerebral is old for his age. He always seems to be an old person in a young body.

### Meditation

Meditation is his keynote. The Alimentive lives to eat, the Thoracic to feel, the Muscular to act, the Osseous to stabilize and the Mental to mediate.

### Sports

He does not care for sports, but uses his energy via the brain.

He indulges in chess and checkers and other quiet games requiring thought; he does not care for hunting or any other kind of sport, seldom has a gun and dislikes killing anything.

### Talking

He writes better than he talks. He wants to think over and weigh every word. To do this a man has to give more time to written composition than he does in speaking.

More than any other type he keeps a diary and it is always written well. He wants something to do in a mental way. The diary gives him mental relaxation. Many a man has after his death been discovered to be great by virtue of what he wrote to his friends either in a diary or letters which they did not think worth while publishing.

### Time

He takes little account of time, for himself, family or business. In conserving either his or his employer's time he lacks method and schedule the same as he does in his home or social life.

### Visionary

He is visionary, can think out how to make millions but he doesn't make any for himself. He is far ahead of his time, thinks out what ought to be done, gives skillful expression to his ideas but as a rule somebody else has to put them over.

The Cerebral may become an inventor as in the case of Edison; a business man as in the case of John Wanamaker; an artist as in the case of Charles Dana Gibson; a member of the Judiciary as Judge Ben Lindsay, or an author as Arthur Brisbane—all according to his head development. (For a study of this, see chart No. 31.)

**To sum up the strong and weak points of the Cerebral:**

## SOCIALLY

| Strong Points | Weak Points |
|---|---|
| Refinement. | Abstracted. |
| Consideration for others. | Dreamy. |
| Modesty. | Aloofness from others. |
| | Too conservative in conversation. |
| | Fails to put his best foot forward and is lacking in self-expression. |

## PHYSICAL

The Cerebral cannot be said to have any real physical assets. His disinclination to exercise and to eat regularly, his indifference to fresh air and sunshine, are big physical handicaps for the keenest intellect to surmount.

## EMOTION

| | |
|---|---|
| Gentleness. | Dreaminess. |
| Sympathy. | Nervous excitement. |
| Given to self-sacrifice. | |

## BUSINESS

His progressiveness, unselfishness and thinking capacity would be of service in the business world, if he were practical, but he cannot be called a business man or one who has any excellence along this line. He does not cultivate those traits which are assets in the business world. He does not like them and too often is repelled by business standards and commercial enterprises. He is impractical and not strong enough for manual labor, and should have a mental position or none.

## DOMESTICITY

| Strong Points | Weak Points |
| --- | --- |
| Kindness. | Unable to provide for his family, because he is a poor money getter and because of his inclination to spend what he has on "Any old thing that comes along". |
| Sympathy. | |
| Tenderness. | |
| Idealism. | |
| Consideration for others. | The Cerebral woman does not know how to "make one dollar do the work of two". |
| Easy to get along with. | |

These are the characteristics of the Cerebral type no matter what other elements unite to form the composite of the individual.

Applied Psychology will overcome all limitations and build up strong points.

# NOTES

## CHAPTER VI

## LOVE AND MARRIAGE

The main thing to bear in mind in selecting a life companion for your type (the most important feature of all), is how you and your mate will spend your leisure.

How well can you play together?

That you can enjoy each other's company any time, any where, anyhow, is most essential. But, above all, remember there is no substitute for love.

### ALIMENTIVE

Each type is as distinctive in love-making as in other respects. The Alimentive is the immature type and therefore likes the caresses and petting and wholesome affections in love-making and bestows in kind.

The fat man is not only a jollier in business and social life, but also carries out this habit in his love making. He may be married and yet have a habit of jollying and petting other women from a purely innocent standpoint.

In company with women you will often see

a married fat man bestow innocent patting and petting affection upon them. Alimentive women may receive the innocent love sideling of other men, especially Thoracics.

### Marry Early

They marry earlier than any other type—the man, because he is not particularly interested in developing his brain from an academic or scholastic standpoint. Being primarily inclined toward business he usually leaves school before or soon after he enters the high school, gets a position in the business world and may soon rise to the bossship, managerial position, superintendent's office or president's chair.

By the time some of the other types have finished their general education and enter business, the Alimentive has become well established. He therefore has position and money sooner than any of the other types and so can afford to marry earlier.

The Alimentive woman is prettiest (not most beautiful) of all the types and most agreeable. She therefore has more chances of marriage and accepts these chances more than any other type. Because of her charming ways and lovable manner she usually marries a man

in comfortable circumstances. The man who has position and money is the one who can make his choice and pick from the "finest of the wheat" among the brides-to-be. Therefore the sweet, pretty, attractive Alimentive woman becomes an early bride.

### Marries Often Sometimes

The Alimentives not only marry earlier, but, if need be, they marry often. You very seldom see an Alimentive woman a widow for any length of time. She is too much in demand and if "Father Time" or unavoidable circumstances have removed Husband No. 1, she is not long in attracting Hubby No. 2.

Just as there are few Alimentive widows, so are there few Alimentive bachelors. Can you call to mind a single bachelor who is a fat man? The inherent affection, lovable temperament of the Alimentive, coupled with his genial temper and sweet disposition, makes him the most marriageable of all types. Alimentives are the easiest to get along with, because they dislike inharmony, quarrels, troubles or difficulties of any kind. They never bear a grudge, entertain hatred or nurse sore spots. The Alimentives easily give in, should

any domestic ripple arise upon the matrimonial sea. They can accommodate themselves to almost any place or condition, and offer little resistance, one toward the other.

The fat man makes a good provider. He is the best "family man" and possesses the most desirable traits for domestic happiness. About the only weakness of the Alimentive is his inclination to be too easy going, too indulgent, too extravagant, and little inclined to save money.

### Alimentive's First Choice

The Alimentive can marry almost any type and be happy because of his even temper, easy going manner and affable spirit, but the person in whom the Alimentive type predominates should take as a first choice a Muscular mate. The Muscular's ambition, and practical nature may offset the pure Alimentive tendency toward inactivity and his lack of ambition.

The second choice for the predominantly Alimentive, should be a mate who is predominantly Thoracic. Other types have many things in common. The Thoracic's inclination to be on the go, up and coming, and his desire for the best things of life over-balance the

inertia of the typical Alimentive, and dovetail in with the desire for comfort and luxury which the predominantly Alimentive type enjoys.

The third choice for the predominantly Vital should be a Muscular-Alimentive or Cerebral-Alimentive. The pure Cerebral does not make a good mate for the Alimentive and should be his last choice.

## THORACIC

The Thoracic woman is not so pretty as the Alimentive but she is more beautiful. The man is strikingly handsome. Hand in hand with their beauty and style, their characteristic desire for change and variety makes them the type in love, which suggests Finnigan's "Off again, on again, gone again, Finnigan."

The Thoracic seeks change and variety in love-making as in clothes, food, and excitement. He falls in love today, tumbles out of it tomorrow, only to pitch into it the next day and be out of it the day after, ready for another love plunge on the fifth day.

### Variety in Love

The Thoracic is inclined to be the natural flirt, but not much harm results from his

"variety" love-making after all. Many a home, however, has been broken up, many a breach of promise suit has been brought and many a divorce has been granted, all because of the Thoracic inclination for a variety in love and love-making. This disposition has caused him to be misjudged by those not understanding the typical Thoracic tendency.

The Thoracic has had so much experience that he can fall on his knees in a most graceful manner, tell of his love in a most fluent fashion, and kiss the hand of his lady with the most tender mien, all because he has done it so much and so often that practice has made him perfect.

### Married Thoracic

The married Thoracic may, from time to time, have a little flirtation with some woman other than his wife, not from impure motives but because it's the Thoracic nature to want change.

It is as easy for him to think he loves one woman today and another tomorrow as it is for the foliage of autumn to change its color.

This type is therefore not easy to live with, and often becomes aroused over the very things

he does himself. Nevertheless, people of this type retain their youth and beauty because of their happy spirit and their desire always to look well. The Alimentive widow marries again and again, but the "Merry Widow" is the Thoracic widow, who in time has so many love affairs, that she gets more fun out of being a widow than married.

### Like Marry Like

Married happiness in the main depends upon congenial mental and spiritual associations as well as physical mating. The Thoracic, therefore, who enjoys change, variety, and wants to go somewhere all the time, will be much more happy if he marries a Thoracic. The Thoracic wife, who can leave her dishes in the sink to go out for a lark with her husband, and the Thoracic husband who will forego his planned evening at the club to trot out to the movies with his wife, are the kind who make the Thoracic home congenial. The Thoracic knows how to play with a Thoracic. Therefore, the first choice of the Thoracic in married life should be a Thoracic.

### His Second Choice

The second choice should be one of the Alimentive type. The Alimentive is more like the Thoracic than any of the others, and has the spirit to give in, so that little differences of taste or opinion are easily overcome.

The third choice may be a Thoracic-Muscular or Alimentive Muscular. A Muscular likes activity, and go and get-there. If tempered with the Thoracic or the Alimentive, he makes the ideal third choice.

It would be impossible for the staid Osseous to understand the moving-get-up-and-going Thoracic. Therefore, the type that should never marry the Thoracic is the Osseous.

## MUSCULAR

In love and marriage the Muscular is as practical as in everything else. The Alimentive marries young because he has the natural tendencies of the immature and needs affection to help him over the rough ways of life. The Thoracic loves violently and marries spontaneously, while the Muscular waits until he has paved the way to owning a home. He seldom marries before twenty-five and rarely

later than thirty-five. Just as there are few Alimentive bachelors so there are few Muscu-lars who are not married by thirty-five.

In love-making the Alimentive is caressingly affectionate, the Thoracic is violent and loves in spurts, while the Muscular is extremely emotional, ardent and positive.

The Muscular loves as strenuously as he does everything else. In married life the Muscular probably has more strong points than any other type, but he has one great weakness; namely, his quick temper.

### Marries For Wearing Qualities

He selects the kind of a mate that suits his purposes best—the matter-of-fact practical woman. You might say he marries as he buys his clothes, for wearing qualities.

Because he waits until it is a proper time to marry from an economical standpoint, has taken a longer time in getting a start in the world and in meeting life from its many angles, there are more sensible marriages among the Musculars than among other types.

The Muscular wife, more than any other type, works to make ends meet.

### Who First?

Like the Thoracic, the Muscular should marry one of his own type. It would be well, however, if the Muscularity were tempered by the Cerebral.

The Muscular's second choice for a mate should be a person who is predominately Cerebral. In this combination the Muscular furnishes the strength for work and the Cerebral the brains for visions, plans and ideals.

The Muscular's third choice should be the Thoracic and his fourth the Alimentive.

The one type that the Muscular can not get along with is the Osseous. The pugnacity of the Muscular pitted against the stubbornness and contrariness of the Osseous would make a team that could never pull together in double harness.

## THE OSSEOUS

Because the Osseous is so conservative in all walks of life, more reticent, and mingles less with other people, he throws himself less into the society of others, especially the opposite sex, than any other type.

In his love-making he feels the results of his self-imposed isolation keenly. He has not

the faculty winsomely to entertain and win the ladies like the Alimentive, nor charm them like the Thoracic, nor woo them like the Muscular. He just isn't a ladies' man and that is all there is to it.

### Fewer Love Affairs

Nature is ever kind. What a world of disappointment for the Thoracic not to be able to win the admiration of the ladies and what a keen sense of companionship would the Alimentive lose were he not able to associate with the feminine sex. These types just cannot get along without the admiration and love of the opposite sex. While the Osseous deplores his inability to cope with the courtship situation, yet he has a stoical nature and goes on his way, taking life as fate deals the cards to him. He therefore has fewer love affairs than any other type. Even when young, the Osseous has fewer sweethearts than others.

He doesn't go out of his way to multiply his love affairs or courtships. He loves once, as a rule, and always. He seems to have a more powerful current of equable affection than others, and should he not be able to marry in young manhood the woman of his heart he does

not try—should a young Lochinvar carry off the lady of his choice—to drown his disappointment in other love affairs, but quietly bides his time until either death or other circumstances have cleared the way for him years afterward to marry his first and only love.

### Marries Late in Life

As a rule he marries later in life and less often, than any of the other types because of his lack of social savoir faire, and inability to win the favors of the gentler sex. There are more bachelors of the bony type than any other.

He is the hardest of all types to live with, because he is positive, unbending, determined, contrary and conservative in providing for the family's comfort and luxury.

His inability to make friends naturally narrows the circle of acquaintances of the mate and this brings a certain amount of monotony into their home life as years pass.

### Like Marry Like?—No!

His inclination to dominate, and his inability to adapt himself to his mate, makes him the most difficult of all types to get along with.

Therefore, the one type that the Osseous should never marry is his own. A home where both want to dominate, dictate, and rule, is a home forever clashing and as "give and take" is the big thing in marital happiness, when the Osseous lock horns, they break the horns before either gives in.

The first choice for the Osseous is one predominantly Alimentive. The Alimentive can get along with anyone.

The second choice should be a predominantly Cerebral. The Cerebral does not care to dominate and is willing to take orders. A pure Osseous and a pure Thoracic will not make a good team for one cannot understand the other. They stand at the extremes of life. There is no third choice for the Osseous.

## THE CEREBRAL

The Cerebral has fewer qualifications for marriage than any of the other types. He lives in dreamland with his mind in the clouds, away from this practical world of ours, to such an extent that, as a rule, he is not able to provide as he ought for his family.

This makes him timid in nearly everything that he does. He is as timid in his love making

as he is in his effort to cope with the "cold, wide world," and when he does propose, if it should be to a Thoracic, he has very often to be helped out by her vivacious enthusiasm or the practical outspoken Muscular woman may have to play the "leap year game" and do the proposing.

### Women Admire Him, But—

Although many women admire and love the Mental, yet they very often marry another type who can better care for them and the future family. The Mental is influenced less by the lower instincts than any of the other types, has slight sexual attraction for the opposite sex and next to the Osseous marries least often.

It is part of a woman's make-up to admire and lean upon strong manhood. The typical Mental is one who leans instead of lifts. It takes money in this practical age to provide for a wife and rear a family. Therefore, although the Cerebral is most gentle, sympathetic, and idealistic, he not infrequently makes a worse failure of marriage than any of the other types.

He lives in the realm of dreams instead of the practical world about him. The intellectual, tender affectionate husband who cannot provide for his loved wife and growing children, makes about as pathetic a picture as one could imagine.

### The Mental's Mate

Because happiness in marital experiences comes from mutual understanding, how well they may play together and how congenial they can be in their association, the first choice for the Cerebral should be one who is also predominantly Mental. It would, however, be better should the Cerebral mate have a Muscular tendency.

The second choice for the Mental is the predominantly Muscular. The muscularity will add strength, ambition and practicality to the idealism of the Cerebral.

His third choice should be an Osseous. The Mental does not lead, dominate or drive. He therefore does not mind giving over the management of domestic and other affairs into the hands of the bony mate who likes to give orders and be obeyed.

# NOTES

# CHAPTER VII

# VOCATIONS FOR THE VARIOUS TYPES

## The Alimentive's Vocation

You know by this time that the Alimentive is particularly adapted for all kinds of endeavor in the business world. He is the typical business man.

### Kind of Business

His business talent may be expressed in almost any line of effort, but there are some things which, of course, he can handle better than others. Books, for instance, would be the last thing he should try to sell or market. His mind is farther removed from books than anything else. His heart would not be in that line of merchandising.

He will be most successful in marketing and merchandising all things pertaining to the comfort of mankind, viz., he would be entirely at home in promoting the patronage of restaurants, cafeterias, lunch rooms—as he will be very successful in either the wholesale or retail

marketing of edible goods. He will be most successful in selling the kind of merchandise that brings enjoyment and comfort.

### Foreman, Superintendent, Supervisor

He would succeed as a foreman, superintendent, supervisor, or head of a department where the merchandise that appeals to him is sold. If he does not engage in these particular lines of business, in whatever line he is employed he should take that department which gives him the best opportunity to talk up and sell merchandise pertaining to comfort and ease.

### What He Should Not Do

This type should not attempt the role of pioneer or engage in business in new countries. He thinks too much of the ease and comfort of living to put up with the hardships of the frontier.

### Partner

In selecting a partner in business it is much the same as in marriage. The practical Muscular should be his first choice; the Thoracic, his second; and the Alimentive, his third.

### The Thoracic-Alimentive

The Thoracic-Alimentive would combine the artistic, the novel, and the aesthetic in haberdashery, fancy eating places, the newest and most expensive automobiles, the highest quality of foodstuffs, or real estate in the exclusive sections of the city. In other words, in whatever business the Thoracic-Alimentive engages he always adds the artistic, the novel, and the aesthetic. The Thoracic-Alimentive would not prove a good wholesale merchant of raw foodstuffs.

### The Muscular-Alimentive

The Muscular-Alimentive, however, would combine the practical with the Alimentive tendencies and deal in plain kinds of foodstuffs, plain clothing, moderately priced houses, durable clothing and medium cost automobiles.

### The Osseous-Alimentive

The Osseous-Alimentive would be able to sell all commodities where accountancy is concerned, such as bonds, adding machines, and so forth. He would be a good live stock sales-

man, inasmuch as he thrives in the open and on the frontier. The Osseous-Alimentive could deal with timber, farms, lumber, bark, hides, furs, etc.

### The Cerebral-Alimentive

The Cerebral being the type that makes the millionaire, thinks in the largest terms and in the broadest way. He, therefore, should have his business talent directed toward world markets. You will find him interested in problems of distribution, foreign exchange, treaties and political disturbances in foreign lands which tend to influence the volume of exports and imports on a vast scale.

The Cerebral-Alimentive would not necessarily confine himself to the merchandising of articles of comfort and ease or of foodstuffs. His mental tendencies are brought into play by business of most any kind and character that is state-wide and world-sweeping.

## THE THORACIC'S VOCATION

The Thoracic is the best mixer of all the types. Therefore, he will make his best success wherever he can come into contact with other people. It would not do for him to live on the

frontier as in the case of the Osseous unless he should be an Osseous-Thoracic. He should be in the whirl and swirl of things, where his striking qualities will bring him into contact with and where he will be able to deal with other folk.

The stage, the opera and the movies are his best fields of endeavor and offer him large remuneration.

His chance for money making is next to that of the Cerebral-Alimentive and the Muscular-Alimentive; especially in the theatrical and operatic world, or when he makes a strike in a rapid business turnover.

### What He Should Not Do

The only thing he should avoid is work in the mechanical realm. He is too changeable to keep his mind on one thing long enough to become a great inventor and he is too far removed from a program of routine and methodical action to watch machinery.

The one thing he should avoid is any kind of work which restricts him to some one place and to the same way of doing his work day after day. He should emphatically not take up routine or methodical work of any kind.

### In Business

In business he will succeed most where he can sell things that have seasonable styles, modes, varieties and changes, whether it be real estate or stick pins, house decoration or automobiles. He will always make the best success in handling articles in the sale of which he can talk the artistic, the aesthetic, the latest vogue, or mode. Art, advertising or reporting make good fields of endeavor for the Thoracic.

### Partners

He will best succeed with his partners in business if they are the kind of people he thoroughly understands and who understand him. The practical Muscular should be his first choice; the Alimentive, his second, and the Thoracic, his third. He could no more get along with the Osseous as a business partner than he could with the Osseous as a married partner. They are the antithesis of one another.

## THE MUSCULAR'S VOCATION

### Action

"The dominant gesture of this type of man or woman, boy or girl, is physical activity.

They enjoy physical exercise, love the open air, and are well fitted for out-door pursuits of all kinds. The Motive type loves motion, speed, physical contest, movement. Athletes in general, including football players, baseball players, runners, skaters, rowers, pugilists, acrobats, tennis players and polo players show this type of development. Since they love speed and contest, people of this type should train and drive horses, build and drive automobiles, invent and pilot aeroplanes and motor boats, race on bicycles and motorcycles, and build and operate railroads, factories, dams, canals, bridges, tunnels, ships, and buildings of all kinds, and engage in all other phases of active construction and transportation. Since they enjoy and understand motion, people of this type are mechanical. Even babies of Motive indications manifest an intense interest in anything that 'works,' often before they learn to walk or talk. People of this type, excel in inventing, designing, building, installing and operating machinery of all kinds. In short, the Motive type is qualified for either directing or performing every kind of physical work and activity, including farming, mining,

manufacturing, construction, exploration and means of transportation.

### Outdoor

"The natural love of outdoor activity in these people leads them to become soldiers and sailors. All of our great generals and admirals have been pure examples or modifications of this type. Because of their great activity and love of speed and motion, people in whom the bony and muscular system is well developed cannot endure restraint. From loving and demanding physical liberty, there is scarcely a step to a love of and demand for civil and religious liberty. This element, therefore, is strong in all martyrs, reformers, great leaders and pioneers in all kinds of human liberty and in all ages. Washington, Lincoln, Emerson, Whitman, Luther, Cromwell, Franklin, Wendell Phillips, Garrison, Gladstone, Elbert Hubbard, Roosevelt and Woodrow Wilson are good examples of modifications of the Motive type.

"The Motive man is just about as ill-fitted to be confined for long hours day after day in an office as the man of extreme intellectual type is for hard physical work. He demands

a considerable amount of physical activity and is neither happy nor healthy unless he gets it. Usually the Motive individual is skillful with his hands and fingers. When he is otherwise fitted for it, he produces wonderfully fine needlework, mosaic, jewelry and other similar and kindred work.

"There is a large development of this element in the Chinese, Japanese and East Indians. The embroideries, laces, hand carvings, mosaics, filigrees and other objects of art produced by these people are famous the world over.

### Restless in Work

"Motive boys and girls are liable to resent the confinement and restraint of school. They are often impatient to leave its mental activities in which they are only mildly interested at best, and begin immediately their active work. The result is that thousands of them forever miss opportunities that might be theirs were they only better educated. They are thus forced to remain for life in subordinate positions, doing mere physical drudgery. Vocational training, giving such children plenty of opportunity to work with their hands and to

develop their inherent mechanical, engineering or inventive ability, will solve a serious, even vital problem for multitudes of boys and girls of this type."

The Muscular is a born worker and especially a born mechanic, born inventor or born orator. He, therefore, will find outlet for his talent in all kinds of machinery, in social service, in politics, and in reform.

Like the Thoracic, he should not be confined to one place, and like the Thoracic, he cannot get along by himself in small towns or frontier countries. However, if time and chance should place him there, he may stick out the job for practical purposes—especially if he is of an inventive turn of mind and is applying all of his energy to the perfecting of some invention.

He succeeds not only in machinery but in oratory, athletics, in professional dancing, pugilism and acrobatic displays. He makes a good physical culture director and readily fits into any place where brawn and muscle, courage and practicality can be used.

### Partner

His partner should be first, a Muscular; second, a Cerebral, and third, a Thoracic. As

in marriage, he could not get along with the Osseous who would be too determined, while he would be too pugnacious.

## VOCATIONS FOR THE OSSEOUS

The pure Osseous is not a good mixer nor a good business man as a rule. He cannot work with people, it is hard for him to work under people, and he is not successful in commanding others. In short, he must have work where he does not come too much in contact with other people. Of all types he has, therefore, the least chance of making big money.

### Give Him Responsibility

He should be employed where he is not watched, goaded or dictated to. Off by himself, given a responsible position and duties to perform, he becomes the most reliable, the steadiest and the most trustworthy of all types.

The bony man should not be confined to congested districts. He likes the open, the sea, the forest, the farm and fields. Inasmuch as he cannot deal with people successfully he is more successful in vocations which have in them the impersonal element, such as dealing in farms, live stock, timber, bark, ships, tracts

of land, sawmill work, accountancy, as keeper of a lighthouse, routine work or any place where he can express his independence. He is as independent in nature as he is steadfast and reliable.

The great missionaries, explorers and pioneers, the people who unfurl the flag of commerce, religion and industry on the frontiers of the world are of the Osseous type. They are most successful where this spirit of hardihood and independence can be manifested.

### Partner

Should he engage in business he will be more successful if he has no partners. Above all, he should never has an Osseous for a partner. He is so set in his ways that it will be hard for him to take the suggestions of a colleague, and being always slow to keep step with changes in business methods, he will continually be in hot water with almost any kind of a partner. The one with whom he can the best get along, however, is a Cerebral or Cerebral-Alimentive. This should be the only kind of partner he should seek.

### Cross-Circuits—the Law of Abundance

The bony man thinks more of money than any of the other types and yet he usually has less. He squeezes the Indian on the penny until the red man's blood would make a track across the Sahara Desert. Because he is so anxious for money and so over-saving he produces a negative concentration against abundance. Therefore he cross-circuits the mental channels which might otherwise bring him plenty.

He is afraid to take a risk, so he pulls the strings of his purse a little tighter, squeezes the Indian a little closer, and becomes such a nickel-pincher that the dollars simply refuse to flow his way.

### Seldom Poor

When he gets a position, he hangs on to it. He stays put anywhere and everywhere in life. He comes to stay and stays "sot" whether in a community, a position or a chair. His hostility to change and venture prevents the bony type from making up the rich men of the world, but he is seldom poor. He takes so much care of every penny he gets and makes it

go so far that you seldom see an Osseous in want.

Because there is no risk in him and because of his conscientiousness and dependability, he makes the best success in the banking world. He will not risk other men's money any more than his own. The world can risk its money in the hands of the Osseous people.

## THE CEREBRAL'S VOCATION

Just as the Osseous lacks the characteristics of making big money, so the Cerebral lacks the ability for making any money. He does the planning and thinking for the race. He gives the ideas which are capitalized by practical people. The pure Mental is too idealistic, too dreamy and too impractical to adjust himself to the commercial and economic conditions of the age. Therefore he is not a success in making money unless he happens to become a great author, and yet he may get little financial returns unless he has a business manager who takes all business responsibility from his shoulders. This business manager should be a Thoracic, Alimentive or Muscular.

### His Strong Points

This type should be engaged where he can think and plan, visualize and dream. He will make the most success in writing, teaching, philosophy, literary endeavor, or literary criticism, or in some kind of work where mental effort and study are preeminently required.

The Muscular-Mental would do well as a lecturer or speaker. Owing to the frailty of his body, the Cerebral is not fitted for any kind of manual labor, nor is he adapted to rule others or in any way handle other people. Instead of giving orders with the positive direct good natured command, he would feel more like apologizing for asking subordinates to perform their duties.

### Needs a Partner

The Cerebral needs a partner more than any other type. But this partner ought not to be an Alimentive, whose ideas of things are too extreme. The Cerebral should have a partner with muscularity predominating. His second choice should be a Thoracic and his third an Osseous.

# NOTES

## CHAPTER VIII

## HOW TO SELL THE DIFFERENT TYPES

I had one salesman who met me several weeks after taking my class in Character Analysis, who said that he had not lost a single sale since taking the class.

Character Analysis is of inestimable value to every salesman. It does not matter how great the salesman may be, a knowledge of Character Analysis will surely make him still better. After you have made a study of these five types it will be easy for you to bear in mind their peculiarities, characteristics and eccentricities. To sell these types one must not clash with any of their peculiarities.

### How to Sell the Alimentive

The keynote to the Alimentive is comfort and enjoyment. Therefore in selling the Alimentive you should never take time to expostulate about any qualities of your particular article other than its comfort, ease and luxury.

For instance, if you are selling an automobile to an Alimentive, you would be wasting your breath, losing your time and maybe your sale if you were to talk to him about the latest model. He does not care a whoop about the latest model or the durability of the car. He wants to know what comfort he is going to get out of it. How is it going to make life easier for him. Where is the joy coming in? Therefore, you would do well to pass up long dissertations about the engine, about the saving in gasoline and low expense in upkeep. You should put the loud pedal on comfort, ease, joy, luxury and emphasize such virtues as "easy springs", "soft cushions", "smoothness", etc.

The same would be true if you were selling face cream to an Alimentive woman. You would not make the sale if you talked about the latest discovery in scent; the newest way to apply the cream or its lasting qualities. What she wants to know is the easiest way to apply it, its soothing qualities, the comfort of its use, and if she were dressed in fairly expensive clothes, you might emphasize also the feeling of luxury arising from its use, the ease

with which it is applied and the personal comfort it affords.

Therefore, in selling any article or merchandise to the Alimentive, forget other qualities and emphasize ease, comfort, joy, pleasure, luxury and near luxury.

### How to Sell the Thoracic

There is as much difference in the method of approach and selling the Thoracic from the Alimentive or the other types as there is difference between the sun and the moon. The Thoracic does not live for comfort. He lives for change and thrills. If you bear in mind the Thoracic is the thriller, the changeable, the faddist and the emotionalist, and approach him in the selling game from these angles, your sale will be "landed."

He goes so fast he does not take time to think of comfort, so, if you are an automobile salesman, you should not take time to talk about the comfort of your car; you should dwell upon the fact that it is the latest model, the newest style, has the latest decorations, nifty trimmings and "swell" new upholstery. Emphasize the quick action of the motor, the quick response of every detail of its operation. Mag-

nify its wonderful facility in changing from one gear to the other, how quickly the engine "picks up," the great speed and high power in an emergency.

In selling to any type you must ever keep uppermost in your mind the characteristics of that type and talk to him in harmony with the things he desires.

### How to Sell the Muscular

The Muscular works so hard he never takes time to enjoy the comforts of life. Therefore, you would only miss your sale by dwelling upon the comforts of your car to the Muscular as you do to the Alimentive. While the Muscular is as speedy in many respects as the Thoracic, yet his keynote is practicability and work. He is as particular in buying an automobile as he is in buying his clothes. He does not care for the latest style in either. You should emphasize the durability, in every respect, of the car. The long life of the engine, the unchangeable model, head, body, type that can be used year after year without the owner's having to buy a new car, its serviceability in every particular and from every angle. He desires to know just how durable

and how practical are your goods. To sell him you must give him the thing he desires.

### How to Sell the Osseous

The Osseous is the most staid of all types, the most conservative of all types and the slowest of all types. Therefore, there are two things to keep in mind in selling an Osseous. The first is that you must go slow with him. In selling an Alimentive you may lose your sale if you do not get his name upon the dotted line when you have him interested in the comfort, ease, pleasure to be derived from the purchase of your merchandise. If you wait too long he will be thinking of dinner or of his bed time and he will put you off with a story or jolly you in to coming back some other time. There is a happy medium, a moment when you should request the Alimentive to sign. Be not too quick, for he must take time to tell a story or two; not too slow or he will tell too many stories, think of his "eats" or of his comfortable bed and put you off.

In selling the Thoracic, you must be sure to do it quickly. If you give him time to tell stories, he will talk about himself, and when a man talks about himself he is liable to become

self-centered, at which time it is mighty hard to get him to focus his mind upon what *you* want him to do. Therefore, when you talk to the Thoracic, approach him quickly and get away just as quickly. After you have him worked up to the buying point, for goodness sake get out, or the Thoracic will change his mind and some other fellow will get a chance to talk about the style, ginger, pep and speed of his car and make the sale.

In selling a Thoracic go in quickly, talk quickly, get your order quickly, and get out quickly. If, however, you were to attempt the same tactics with the Osseous, you would have an order book without orders. The Osseous is slow and conservative. It takes him a long time to make up his mind and you can no more hurry him in a business transaction than you can melt a snow ball in the Arctic Circle with a sunglass. If he wants time, give it to him.

You may have to visit him today and say very little about your car—but return tomorrow and, maybe say a little more. Drop in some other time with a friend. Your own good judgment will dictate how long a time you should take, but that you should not be in too

much of a hurry to sell him is the first thing to bear in mind.

After you have attracted enough of his attention to get him to consider your article, then talk about its staying qualities—remember the Osseous, the stayer, the sticker. He wants everything around him with the same staying and sticking qualities as himself. If you were to talk to him about the latest style of your car it would be like water rolling off a duck's back. Tell him—"here is the car that will last longer than any other" (of course you are going to be honest in your statement); extol the staying qualities of your article from every angle and there is a chance to get his signature on the dotted line, provided you do not hurry him too much. You can't stick a pencil under the nose of an Osseous, show him the order book and say "sign here."

If you want to bear in mind how true the Osseous runs to form in the automobile world, think of the Ford—Henry is an Osseous and the body of the 1925 Ford is about the same model as when it was first put on the market.

### How to Sell the Mental

In selling the Mental or Cerebral type you must approach him from the intellectual and mental angle. Carrying out our analogy of the automobile you should have such a knowledge of the material, construction and assembling of your automobile that if necessary, you can talk, to the Mental for hours upon the construction of your car.

He is not practical enough to be as interested in the car's durability as is the Muscular. He lives in the land of dreams and idealism. He will be swept off his feet and be persuaded to buy, provided you can prove to him that what you have to sell is the best of its kind, but the "best" will be from its construction angle. He does not care for comfort, neither does he want change or style and he is too impractical to think about the staying qualities of a car. Get him up into dreamland, into idealism, in talking the virtues and history of your article, how it is made, conditions under which it is made, what wisdom, brains and foresight were needed to construct and market such a commodity, and if he has the money or can borrow it, you will make your sale.

Remember that few people are pure types. Therefore you are going to deal as a rule with a combination of types. You should know the characteristics of each type, and in selling, emphasize the qualities of your car or any other article from the angles of the types to whom you are selling.

# NOTES

# PART II

# CHAPTER IX
# COMPLEXION

## BRUNET

The more we study human nature the more we marvel at its wonderful adaptiveness. Even in the animal kingdom we find evidences of this versatility on every hand. The zebra has its protective stripes—a clever camouflage of the shocks of pampas grass so characteristic of the territory which is his habitat. Then there is the giraffe who likes to eat his meals right off the trees. To do this he had to stretch his neck a bit to reach his dinner plate. The more he ate the more he had to stretch his neck until now he is the champion long distance eater of the world.

### Nature Adaptable

The leopard, the lion, the tiger, and the cat have developed extraordinarily strong, springy muscles in the legs which enable them to pounce quickly upon their prey.

In many cases this adaptiveness is for protective purposes as, for example, with certain

fish which are not as fleet of fin as others. When the fisherman's net approaches, wise Mr. Fish shoots out a "smoke screen" and retires to safety. Another example is the far-famed chameleon which scampers from shrub to shrub reflecting the color of whatever it happens to rest upon so that it looks a part of it.

Throughout the universe from man to plant, we find adaptiveness weaving the warp and woof of destiny.

Man is no exception. Although some differ, it is almost universally conceded among scientists that the original man was of brunet or dark complexion. Some have placed so much stress upon complexion that the reader could easily tell whether the writer was a blond or brunet by the blondness or brunetness of his paragraphs.

Complexion is but one of the factors which go to make up the complete story of any individual. No person can be analyzed by means of his complexion alone. Every trait and characteristic must be taken into consideration. This is especially true because there are often other findings which qualify, accentuate or minimize the story that complexion tells.

Imagine putting a puzzle picture together and using only one of the sections!

### Which is the Better—Blond or Brunet?

Whenever this subject is mentioned one question crops up in the minds of all and that is: "Which is the better, the blond or the brunet?" If you are a blond, naturally you consider blonds the chosen ones. While if you have place among the brunets, you are certain that they are the favored few. To be perfectly candid the blonds are just as necessary as the brunets and the latter, just as essential as the blonds.

### Origin of Complexion

What caused differences in complexion? Natural adaptation is the answer. Science had stumbled into many blind alleys before it finally reached the straight and open road which led finally to its goal.

### Pigmentation

Above all things, science and scientific facts and theories have to be based upon a firm foundation of logic and fact. For a number of

years science was in one of these blind alleys until logic accidentally guided it to the high road of understanding. Scientists, in studying closely the inhabitants of hot, tropical regions, noticed a universally dark pigmentation of the skin among the natives. Wherever they went in the tropics they met people of the brunet type on all hands. They naturally reasoned it out—and logically, too, in the light of their limited knowledge—that this dark complexion, coloring, or pigmentation, disclosed an adaptive process by which man was enabled to protect himself from the heat. The scientists were correct in saying that what they observed was the result of an adaptive process, but their logic slipped a cog when they said it was for the purpose of protection from the rays of the sun.

However, the pronouncement had been made and science and the world at large in lamb-like acquiescence accepted it. Luckily enough there are generally a few who defy tradition and dare to investigate and reason for themselves. Sometimes it is just one lone individual who girds on the armor of scientific re-investigation of certain universally accepted

facts and theories to see if they rest upon a firm basis of logic and actuality.

Von Schmaedel entered the lists and his lance pierced a large enough hole in the armor of the old theory to let in a flood of light on the subject. Before he got through, the heat theory shot past the boiling point and blew up in a cloud of vapory nothingness.

If this dark or brunet complexion were for the purpose of protecting people from the intense heat of the tropics why is the Eskimo, way up in Greenland's icy mountains, also dark complexioned? Why is the Mongolian, in the cold, bleak stretches of Mongolia and Siberia, also dark skinned? Why is Chief "Rain-in-the-Face" and his entire tribe, and all the other tribes, copper-colored? And why is the native who lives in the depths of the African jungles, yes, why is he practically devoid of color?

### In Different Climates

If this deep pigmentation were for the purpose of lessening the effects of heat then our dark-skinned, fur-coated, snow-bound, ice-housed Eskimo should be of a lily white com-

plexion to say nothing of the Mongolians and our original "red-skins."

The Eskimo is never overcome with heat in the land of perpetual ice and snow but he does have the Midnight Sun and he does have, in addition, the ice and the snow to reflect its rays. Being exposed to too much sunlight is like putting a very heavy, high-powered engine in a light Ford roadster. At first you get a lot of speed out of the machine but eventually the engine, which is entirely too heavy and powerful for the body of the machine, dissolves partnership with it.

### Human Nature

We said before that human nature was very adaptive. The short, actinic or ultra-violet rays of the sun do not affect the brunets as much as they do the blonds because the former are protected by a sheltering pigmentation of the skin, the hair, and the eyes.

Natives of the sunny tropics as well as those of the glaring, glistening ice-lands of the Midnight Sun are protected—through natural adaptation—from the powerful, destructive, short actinic rays by a much needed mantle of pigment.

### In Africa, the Albino

But how about the native who lives in the sheltering shade of the African jungles, you ask? The Albino is just another proof that pigmentation is human sun-proof-paint. Here, in the deeply shaded jungles, so heavily canopied with foliage and shrubbery that the sun's rays have never gained admittance to its realm of perennial darkness, is the home of the Albino. What need has he for a friendly coat of pigment to protect him from the sun's rays he never sees? Absolutely none unless he roams away from home. Nature is adaptive. He does not need this pigment because the trees, plants and shrubs form a huge umbrella overhead which wards off the destructive, glaring rays of the sun. As a result he is a bleached out individual with pinkish eyes—not by reason of pigment in the eyes themselves—but because the red blood corpuscles in the minute blood vessels supplying the eyes with nourishment are reflected in the eye. His hair is white—even to his eyebrows and eye lashes—and his skin of a neutral, putty color.

At one end of the color scale is the extremely dark pigmented African negro and at the other, the colorless Albino.

## The Original Brunet

Inasmuch as our original great-great-great great-and-then-some-grandfathers were brunets we will deal with them first. As the curtain rings up on the drama of human life the brunets are seen occupying the center of the stage. Dwelling in the hot, sunny lands of the tropical regions these people naturally are slower and more meditative than those of the colder climes. The glaring sun and the intense heat make long continued strenuous exertion practically an impossibility. An all-wise Creator made the fruits, plants and trees grow so luxuriantly that Mr. Brunet, in most cases, had all he wanted to eat right in his own front yard. Indeed the ripe cocoanuts would even fall off the trees to the ground and literally roll to his feet. There were no harsh winters to contend with. Nature provided food for him with a lavish hand. Having an abundance of the necessities of life within easy reach he did not have to go out and fight aggressively for what he wanted or needed. As a result he was of a peaceful disposition. Having to spend but little time and exertion in getting his "three squares" a day he had plenty of opportunity to sit and meditate. With pa-

tience and persistence—because time meant little to him—he would ponder over various theories and problems dissecting and analyzing them in detail.

### Brunet Characteristics

It was out of the mind of a brunet that the great religions of today were evolved. Confucianism, Brahminism, Buddhism, Zoroastrianism, Baianism, Mohammedanism, and Christianity in each case represents the thought, the philosophy, the sayings of a certain brunet.

This tendency of the brunet to meditate and to concentrate, makes him a natural specializer instead of a generalizer. He excells in details.

Being more or less inactive, the brunet's life is relatively unchanging. Seeing the same people and the same scenery year in and year out leaves in its monotonous wake very often a trail of pessimism. The dark complexioned, serious brunet sees the darkness of the threatening cloud while the fair complexioned, lighthearted blond sees the silver lining in all its radiance.

"Still water runs deep", they say. The quiet, unobtrusive, cautious brunet is slow to change

—but when the change is made it is not just a passing affair with him. It takes a lot to get a brunet riled to the pitch of anger. But once he gets there it takes a long, long time for him to cool off. His emotional boiler is asbestos-lined and holds the heat of passion indefinitely. Instead of forgiving and forgetting he may seek solace in revenge. We are now speaking of the pure brunet.

### Love Affairs

The brunet has fewer love affairs than the blond because of his unchanging disposition and his deep emotional nature. The brunet—the pure brunet—can not fall in love today and out again tomorrow. That is not his nature. He is a natural born concentrator so just "one at a time" is his motto. It takes a long time for him to fall in love and it takes him still longer to fall out of the love hammock.

### Worry

Concentration has its bad as well as its good points. And Mr. Brunet—and especially Miss and Mrs. Brunet—is often given to brooding or worrying. Being such wonderful concentrators, when a worry thought gets in their

bull-dog grip Brunets just naturally won't let go. When they do let go—if they do—then the after-image still haunts their memory, generally with phenomenal persistence.

The average brunet does not realize why he is carrying so many worry millstones around his neck. This natural and wonderful gift of concentration is sometimes diverted into negative channels. But put the laws of Applied Psychology to work and see how the worry habit will vanish.

### Patience and Persistency

You generally see the brunet engaged in things taking time, patience, and persistency. The great art masterpieces of the ancients were the handiwork of brunets even though angels and heroes were portrayed as blonds and devils and villains appeared in the deepest-dyed colors possible. Why did those brunet artists so charitably give all the virtues to the blonds and the opposite characteristics to their own type?

There was reason in their madness. As we said before, the brunet was not aggressive—he did not have to fight for the necessities of life because nature supplied him abundantly.

The blond, however, was aggressive—even domineering. He swept down upon the submissive brunet and ruled him with a rod of iron. The paintings were for the blonds. The brunets were vassals. The blonds were the rulers. Figure it out for yourself—just supposing you were the artist.

### In Business

The brunet would be good at handling or making jewelry or scientific instruments which require great care. His hands should be square—thick enough to be well muscled, yet thin and sensitive enough to handle delicate objects.

The brunet, if combined with a good muscular and bony constitution, would do well in agriculture as he has that natural patience and perseverance necessary for success in this line of endeavor.

### No Mixer

The brunet is not as natural a mixer as the blond is, although he will have warm friends. He succeeds best when the people come to him or when he follows after some one who has

broken the way and beaten the path. Dentists, physicians, lawyers, engineers and architects who have specialized in some particular branch and who wait for the other fellow to come to them are generally brunets. Auditing, accounting, bookkeeping can well be followed by brunets if they have long fingers and a good development at the outer corners of the eyebrows.

### Indoor Salesman

The brunet with fairly prominent lower eyelids, fairly long fingers and a rounded out back-head will make a good indoor salesman for commodities requiring tact, patience, and perseverance to sell. He might even call on the outside established trade. As a rule, however, the blond is the man who can go out and get business, while the brunet stays behind the counter and attracts business. Certain body types modify the above statements.

### Ministry or Social Worker

The brunet, with more or less bulging or prominent lower eyelids, could follow literary work to advantage. If combined with a good development of the fore part of the top-head

and a well rounded-out back-head he would make his mark in the ministry or social service.

### Mechanic and Manufacturer

Because of his inherent patience and persistence, the brunet is the natural mechanic and manufacturer. He also makes a wonderful research student as his painstaking search for facts brings results in the end.

### The Brunet in Music

The brunet, with a fulness above the brows extending from a point approximately in line with the center of the eye to a point above the corner of the eyebrows, has a natural leaning toward music. If his hands are long and slender he appreciates it keenly, and, if his hands are more or less square he can put his appreciation into action by playing.

### In Athletics

In Athletics the brunet is generally the long distance runner while the blond is the sprinter.

### Blonds and Brunets as Partners

In business the blond and the brunet make a good team. The blond originates, decides and executes the broad general policies while the brunet works out the specific details. The blond goes out after the business so as to keep the brunet busy with the manufacturing or detail end, or, the brunet so keeps things humming in the office or factory that the blond is kept jumping. Your point of view is all a matter of your complexion in this particular case.

# NOTES

# CHAPTER X

# COMPLEXION

## Blonds and Combinations

We have seen how the brunet, or dark races, having the necessities of life within comparatively easy reach, were not called upon to develop initiative and aggressiveness. Some of the more venturesome, however, sallied forth into the north lands. Here they found things different. Cocoanuts were not dropping down at their feet. Food was not to be had for just the mere picking. The mantle of the sun's rays which had formerly clothed their bodies was little in evidence. These wonderers were forced to use initiative, aggressiveness and elbow-grease to get enough food to eat and the necessary animal skins to protect their bodies from the rigors of a cold climate.

## Evolution of Blonds

Necessity, is the mother of invention. We can scientifically add that it is also the mother of human adaptation. In an entirely different

environment, let us see some of the changes that take place as these trail blazers battle against the elements in their new surroundings. We detail, in chapter XIV, how the short, wide, low-bridged noses of the brunet were, of necessity, gradually transformed into long, comparatively narrow, high-bridged air passages among people living in cold climates.

In these new lands the sun's rays were not so intense. Indeed, in some sections there were fog belts which to a great extent mellowed the sun's rays. This was especially noticeable in Scandinavia, England and the region bordering the North and Baltic Seas. With the need of a human sun-proof paint largely eliminated, we see the magic hand of adaptiveness again at work as the complexions of these people gradually and naturally—not "peroxidally"—bleach out from the dark brunet to that of the blond with light eyes, flaxen hair and a fair skin. True, it was not all accomplished over night—evolution takes its own time with its handiwork.

### How to Know the Blond

The typical brunet has dark brown eyes, dark hair, dark skin, and a comparatively

low-bridged nose with wide open nostrils. The typical blond, on the other hand, has light blue eyes, light—even flaxen—hair, fair or ruddy skin and a relatively high-bridged nose with narrower nostrils than those of the brunet. There are many variations, however, of the foregoing. As most people are not pure blonds or brunets, it will be well at this point to state the laws governing complexion. The eyes, the hair, and the skin are our three constants, or known quantities. The degree of pigmentation, however, of the eyes, the hair and the skin is the variable which determines whether an individual should be classified a brunet or a blond. Dark eyes, dark hair, and a blond skin, for example, would, by the law of percentage, indicate a brunet. This brunet-ness would, however, be modified a bit by the blond characteristic present. On the other hand if the subject has blond eyes, blond hair and brunet skin, he would be called a blond. In cases where two of the features are definitely of one type, the individual partakes the complexion denoted by the two (except as denoted below.)

### Eye is the Deciding Feature

When two of the features are just on the dividing line between blondness and brunet-

ness—what then? "The eyes have it"—they cast the deciding vote.

The following table will be a valuable guide to you in determining the complexion of individuals.

### The Eyes.

BRUNET—From the dark brown eye all the way to that called "black." Note—These individuals are brunets regardless of the color of their skin and hair.

MEDIUM—Light brown, hazel, dark violet, gray bordering on purple. Note—In all of these cases the color of the skin and hair determines the complexion.

BLOND—Blue, very light brown, yellow, orange, gray or green. Note—The foregoing colors stamp one as a blond regardless of the other two characteristics, unless they both have brunet markings exceptionally pronounced.

### The Hair.

BRUNET—Dark brown to the decided black.

MEDIUM—Medium brown. Note—the eyes and skin determine the complexion in this case. If the skin is also medium "the eyes decide."

BLOND—Golden, flaxen, yellow, light brown,

ash-colored. Note—The brunet takes in the darker hues, while the blond naturally has the lighter ones.

### The Skin.

Brunet—More or less pigmented varying from a faint olive color down to a very dark tint. Note—One test for determining whether the skin is brunet or blond is brought out in the case of sunburn. The brunet tans, while the blond skin burns a fiery red, or blisters eventually returning to its normal state without tanning to any appreciable extent. When in doubt be sure to look at some unexposed portion of the skin.

Medium—Neither dark tinted nor very white, but rather an ivory, creamy, or softly tinted skin. Note—In this case the eyes and hair decide the complexion.

Blond—While the brunet shows pigment, even to excess, in the blond it is conspicuous by its absence. The skin is generally, therefore, very white. It may be even rose or pinkish in color—due to the clearness of the comparatively unpigmented skin reflecting the good circulation beneath. In case the circula-

tion is poor, the skin may take on an ashy or pasty color.

### The Nose.

BRUNET—Short, low-bridged, with wide nostrils. This nose accentuates the brunet characteristics of the individual. Note—If, on the other hand, the brunet has a long, high-bridged nose, it is a case of natural traits and tendencies of the dark complexioned individual having been modified to a considerable degree.

BLOND—Long, high-bridged with narrower nostrils than the brunet. This nose on an individual with light eyes, hair and skin will make him more decidedly a blond as the profile carries more positive weight in analysis than complexion. Note—If the blond has a short, low-bridged nose, with very wide nostrils you have a machine with few spark plugs and less speed. Both have their places in life. Both are important examples of human variation.

### Combating Natural Phenomena

The story of the blond is replete with instances of adaptation after adaptation to his environment. While the original brunet could

sit for hours in quiet meditation, without worrying where the next meal was coming from, Mr. Blond had to spend most of his time providing food and shelter for himself and family. He had little opportunity to let his thoughts soar and remain in the clouds of spiritual contemplation. He had to think of the actual, physical, and material problems confronting him in this new land, and how he was to solve them. The blond, however, with a pronounced frontal development is the enthusiastic, aggressive, soul-stirring evangelist, who brings his burning message to the people. His brunet brother, on the other hand, stays in his own pulpit and waits for his auditors to come to him.

New environmental experiences call for activity upon his part. Nature has to be coaxed to provide food. Homes have to be built as a protection against the elements. Weapons have to be made. His is a life of action not of contemplation. As he speeds up his action, he generalizes rather than specializes. He thinks quickly and acts quickly. As a result of new situations and conditions continually arising, he becomes adaptable and creative. His mind quickly grasps the prob-

lem and immediately creates plans to meet it. He maps out the plan as a whole, not in detail, as this takes too much time. If, however, he has long fingers he will show himself also to be a man of detail.

### Natural Promoter and Organizer

This ability to plan, when coupled with enthusiasm, makes the blond a natural promoter and organizer in the business world. He may also find his forte to lie in advertising, selling, inventing, introducing new articles on the market, creating new ways of selling, advertising, etc. Originality is his middle name.

His life has been a game of chance ever since he wondered away from his tropical home. Environment has made him restless, impatient, fearless and fond of change. Changing conditions and circumstances also have made him versatile.

### Not Much on Worry

He is little given to brooding or worrying. There are so many other things to occupy his mind, he hasn't time for fretting or complaining.

### Love Affairs

In love, it is generally a case of "on again, off again." Most cases of love at first sight are among blonds. The brunet is considered as constant and as unchanging as the rock of Gibraltar, while the blond is supposed to be as fickle and changeable as the wind. These are general statements to which there are many exceptions. For example, a brunet Thoracic, with a dimple in the chin, can show considerable versatility, when it comes to love and love-making. A blond Osseous, on the other hand, inclines decidedly to the opinion that "two's company, three's a crowd." A blond Muscular, Mental or even Alimentive with a well developed chin, indicative of firmness and constancy, will likewise be an exception. This is just one more reason why we have to consider all the traits.

### Temperamental

The blond flies off the handle quicker and oftener than the brunet, but he soon gets over his temper, forgets and forgives, while the brunet is liable to brood and seek revenge.

Among the blonds the Thoracic and Mus-

culars are the most emotional. But in any case the blond is not so deeply emotional as the brunet.

### Active and Impatient

The blond being full of action and of a practical nature is often impatient for quick results. The brunet, on the other hand, believes that Rome was not built in a day. The blond with a convex profile is especially adapted for work requiring quickness of thought and action. In physical exertion, however, he is apt to go to extremes.

### Mixer

The blond is a natural mixer. He makes friends easily. The blond Alimentive with a good development of the upper middle forehead and with full back-head, makes a wonderful politician, diplomat, public service official, or complaint adjuster, to deal either with the firm's employees or with the customers.

### Send Him for Business

The blond, being a good mixer, having natural aggressiveness tinctured with enthus-

iasm and optimism is the original "go-getter" in business. He blazes the trail to the doors of new customers.

### The Natural Rulers

In his fight as a savage against the elements he won. Environment and circumstances developed within him a spirit to dominate. He and his blond brothers swooped down upon the submissive darker races to the south and conquered them. Today, although in the minority, the blonds with few exceptions, practically rule the world. For example, the sun never sets upon the territory ruled over by blond England. The blond, in the absence of a friendly coat of human sunproof paint, feels the effects of the heat and also the vertical, actinic rays of the tropics.

### In Business

In business the blond is generally the boss. He makes a good newspaper reporter, providing he has language well developed. In education he would generally fit into a supervisory or executive position, if of the Mental type, he would be found in the school room. Mining engineering, civil engineering, con-

struction work, public speaking, acting, banking, exploring, navigating, merchandising, promoting, manufacturing, etc., are vocations for blonds.

In considering complexion, be sure to include all the other traits before arriving at your final conclusions. A good exercise to begin with—just to get the habit started—is for you to fill in all the traits you consider essential for each one of the above vocations. Blondness alone is not the only qualification necessary for success in each case listed above. What are the other essentials?

## THE TITIAN.

Supposing you came across a fifty-fifty—or thereabouts—combination. What then? Well, you would have a blond-brunet, brunet-blond or Titian. He would be red-headed, blue-eyed and freckle-faced. If he had a short, low-bridged nose, with wide nostrils, and had brown, instead of blue eyes, he would be a "blond-brunet," or brunet Titian, that is, the brunet would dominate. The brunet tendencies are also uppermost in most cases whenever brown eyes accompany the red hair. On the other hand, if he have a long, high-bridged

nose he is a "brunet-blond," or blond Titian, the blond predominating.

### Red Headed

What are the characteristics of a Titian? Did you ever see a house divided against itself? Ireland today is just such an example. Ireland is the stamping ground of the Titian. How did this happen? Years ago, the Mighty Spanish Armada was wrecked off the coast of Ireland and thousands of brunets were spilled into the sea and cast upon the shores of the Emerald Isle. Their ships destroyed, they stayed, mingled with the blond natives, married and inter-married. The result is the Titian of today.

Being a red-head, he is an extremist. Being a combination of blond and brunet, he is therefore of a more or less dual personality. There is no middle ground. He may be an extreme blond one moment in his temperament and actions and then, like a flash, manifest the traits of a dyed-in-the-wool brunet. One moment he may be on the hill-tops of success and happiness, singing songs of victory, to plunge the next instant into the valley of des-

pondency, bewailing the hard hand of what he calls Fate.

### A Rare Combination

We see here a rare combination of the dreamer and the doer, of the idealist and the materialist, of the plodder and the racer, of the constant and the changeable, of the vengeful and the forgiving.

The Titian may be down but he is never out. He has resiliency, and capacity for rebound to bring him back to the top. He has all the fire, enthusiasm, quickness and aggressiveness of the blond. He also has the intensity, emotion, meditativeness, and submissiveness of the brunet. He generally makes his mark in the world, because he is not a middle-of-the-road man.

# BLONDS AND BRUNETS

## SECTION 1.

### The Blond

The typical, pure blond has flaxen hair, blue eyes, ruddy or fair skin. He is of tall frame, broad shoulders, high, long, medium skull, of medium width, convex, or convex upper-concave lower form of profile.*

*See Chapter XI.

Blond coloring always intensifies and renders more eager, positive and active the traits indicated by form of profile, by physical build, by fineness or coarseness, hardness or softness, masculine or feminine proportion and racial type of skull shape.*

*See Chapter XVIII.

### The Brunet

The true brunet has eyes ranging from dark brown to black, hair dark brown to decided black, and skin olive in hue.

When in doubt as to the color classification the eyes will be the deciding feature—if of the lighter colors, the person will be a blond, or if the eyes are of the darker shades, brunet tendencies will dominate.

| The Blond | The Brunet |
| --- | --- |
| The blond is enthusiastic, optimistic, impatient, hopeful. He is active, restless and fearless. | The brunet is not so enthusiastic, optimistic or hopeful as the blond. He is more patient, less active and restless. |
| He likes variety and change. "Variety is the spice of life," suits the blond to a "T." | The brunet is more content, more inclined to stay put than the blond. He does not care so much for change and variety. |
| The blond is eager, positive and vigorous. | The brunet is not so eager, positive or vigorous as the blond, but has greater endurance. |
| He likes to come in contact with men of affairs from as many angles as possible—is even inclined to be speculative. He will "take a chance." | The brunet is more reserved. Does not care so much for social contacts. He is inclined to be more conservative. |
| Because the blond usually likes crowds, gayety, excitement and people, he is generally a good mixer, (depending upon his type, of course).* | The brunet does not like crowds, gayety, excitement and people but puts a premium upon home life, affection and a few friends. He is a lover of nature. The brunet is not a good mixer. |

*For description of types see first section of this book.

**The Blond**

The spirit of change sometimes, aye often, leads to the scattering of his energies and talents, even to his becoming at times irresponsible—hence he is not always dependable—again depending upon combination of types, and features.

He likes extremes in nearly everything. He often burns up his energy by spurts of effort and then has to take time to "come back." He may tax himself beyond his physical endurance.

The blond is of extremes in habits—frequently even to dissipation.

He is quick in making decisions, but may not stick to the decisions he has made.

The blond is quick tempered but is soon over his spell and can forgive and forget.

**The Brunet**

The brunet is more given to concentration, specialization and painstaking care.

The brunet can accommodate himself readily to anything that takes time, patience, perseverance and concentrated effort.

He is a student of philosophy, religion, metaphysics, mysticism and the spiritual realm.

The brunet does not make decisions so quickly, but he sticks to his decisions better than the blond.

The brunet is more disposed to hold on to a thing than the blond—thus is more inclined to revenge.

## SECTION 2.
## VOCATION

| The Blond | The Brunet |
| --- | --- |
| The blond is naturally creative and original, inventive, resourceful and aggressive. | The brunet is more submissive, imitative, painstaking, and thorough. He is, therefore, good in looking after details and administrative work. |
| He is good in executive work and organization. | The brunet is a specializer. |
| Blonds and brunets, if not too extreme in type, make good business partners. | The brunet needs the blond and the blond needs the brunet. If they are not too extreme in type they make good partners. |
| The blond is the man to go out after business—he is the business go-getter. | The brunet is better for staying indoors and having people come to him. He is the business builder. |
| He likes to be noticed, therefore likes to command others and rule. | The brunet is not so fond of excitement, display or laudation, therefore is qualified to work out the details and build up the business as planned and outlined by the blond. |
| He can handle men and manage affairs. | |

**The Blond**

Being active, industrious and having a desire to get things done, he often becomes a driver of men.

Owing to his predilection for being in the spotlight of social, business and professional affairs, he engages in public work, the stage, law, athletics, journalism, education, authorship, politics. He is especially good at advertising and selling. He promotes and organizes, builds up great enterprizes, colonizes and creates. He likes power and knows how to use it.

The blond is usually looking for some problem to solve, therefore, is good in planning, architecture, building and construction.

He is adapted to exploration and engineering.

**The Brunet**

The brunet is well suited to agriculture, music and educational work, particularly along artistic, philosophic and scientific lines. He may engage in impersonal work to great advantage such as mathematics, statistics, bookkeeping, art, theology, scientific research, mechanics and manufacturing.

Many brunets also, owing to their being a blend or combination of other types, are qualified for personal service, for the ministry or for authorship.

In business the brunet may engage in merchandising which requires patience, painstaking service, a willingness to overlook the eccentricities of his customers. He can sit and wait for business, while the blond must be up and doing, out after business.

| The Blond | The Brunet |
| --- | --- |
| He is good in merchandising, finance, mining and forestry. | |
| In athletics the blond will engage in sports where less endurance is required. He is the sprinter, not the distance or cross country runner. | In athletics the brunet will be a stayer. He will engage in sports which require much endurance and stick-to-it-iveness. |
| The blond is given to change his position more quickly than the brunet. | The brunet is inclined to stay put when engaged in business or in whatever calling he may choose. He is well qualified to take up the following vocations where people come to him, namely: law, dentistry, architecture, medicine and metaphysics. |

## SECTION 3.

## HOW TO WORK FOR

### The Blond

The blond is quite alert, likes display and "show," therefore in his employees he is more apt to like the demonstration — spectacular and brilliant. He wants them to be friendly, but not familiar.

Do not expect the blond to be the same day after day.

He has his faults but do not recite them to him. He likes to rule, to show authority, hence let him be boss and let him know that you know that he is boss.

### The Brunet

The brunet is more given to admire dependable, consistent and plodding employees than those who are quick, spectacular and brilliant.

It takes the brunet a longer time to do anything. He will not require from employees as much speed as the blond, but he demands a steady, easy, constant pace.

The brunet is always serious, deliberate, painstaking and cautious. Do not show a spirit of jesting, or "come day, go day" with him. Offer but few suggestions to the brunet.

| The Blond | The Brunet |
| --- | --- |
| The blond is quick and energetic. Do not be too slow in his presence. Also show him a spirit of initiative. | The brunet is slower and more reserved. If you are a blond, slow up in his presence. |
| The blond is cheerful, optimistic and can see the silver lining if there is any to see, so is little taken up with matters of detail and method. | The brunet is inclined to be worried and wants the little details to be worked out and followed scrupulously. |
| The blond is quick and active so can supervise the one who works by spurts (sometimes). | The brunet is punctual and methodical. If working for him always be on time, get things done in order and keep them shipshape.* |

*Always check up the other features and types before drawing your final conclusion.

## SECTION 4.

# HOW TO SELL AND MAKE THEM LIKE YOU

### The Blond

Remember the blond is enthusiastic, optimistic, hopeful and vigorous; he likes life, friends, publicity and display, therefore appeal to these characteristics, get his contact, attention and approval, show him the bright side and the material advantages to accrue from what you recommend.

The blond makes more friends, is always on the go, l i k e s amusement, change, variety. Y o u r appeal to him, will, therefore be more of a snappy a n d variegated kind—demonstrating to him progressive angles of your proposition.

### The Brunet

The brunet is reserved, quiet, slower and given to meditation and concentration. Therefore, to get his attention, to sell or to hold him and his friendship, appeal to his love of comfort, home, family, leisure and companionship. Invoke his love of friends, h o m e, nature, flowers, pets, children and family.

| The Blond | The Brunet |
| --- | --- |
| The sentiment of the blond is more superficial than that of the brunet. He is more easily reached by praising incidents, new fangled ideas, latest fads and fancies—life from the side of gayety. | "Still waters run deep" and the sentiment of the brunet is deeper and more constant than that of the blond. |
| Sell him, and get his name on the "dotted line" quickly. | Take more time to persuade the brunet than the blond. |

—The student must always take into consideration the types and other features which modify or accentuate the particular point under consideration. For instance, the typical brunet likes order and method, but should there be an equal amount of Thoracic in a brunet, the Thoracic type may overbalance the ordinary characteristics of the pure brunet.

We have seen from the foregoing that the natural conclusion to be drawn relative to races is that the white man leads in all material affairs and in government, while the darker skinned surpass in artistic, literary, philosophic and spiritual affairs.

The lighter in color a man's hair, eyes and skin, the more will he have the traits of the white branches of the human family.

The darker in color a man's hair, eyes and skin the more certain is he to have the traits of the dark races.

The blonds are occidentals—the brunets are orientals.

## NOTE

All these traits, tendencies and characteristics of the blonds and brunets are subject to modification or intensification when checked up with the other features of the face and body.

# NOTES

## CHAPTER XI

## THE PROFILE

We have seen how the Divine Architect provided a human, sun-proof paint for the peoples of tropic lands to protect them from the powerful, short actinic rays of the sun. We have seen how the nose of man adapted itself to the climate—the brunet of the tropics having a short, low-bridged nose with wide nostrils, while the blond of the cooler climes evolved a comparatively long, high-bridged nose with narrower nostrils to take the chill off the air when inhaled. On all sides we see how adaptive nature has been.

### The Original Brunet

Let us see how the hand of adaptation carved the profile of the brunet and of the blond. The brunet, having the necessities of life within comparatively easy reach, had plenty of time to himself. Thus he gave himself up to meditation instead of action and observation. What did this do to his profile? It built out the upper part of his forehead, giving it a more or less bulging appearance. It flattened out the lower portion at the brows, so as to present

in many cases, a certain sunken or scooped-out effect. Not having to exert energy, determination, aggressiveness, or persistence, the brunet developed a short, low-bridged nose and a receding, undeveloped chin. And that is what you find among the original brunet races of the tropics.

### The Original Blond

What happens to the blond's profile? In his new surroundings he has no time to sit and meditate. He has to hustle for his "three squares" a day. He has to overcome a hostile environment. His thoughts are concerned with pressing problems connected with his welfare, safety and prosperity. Of necessity, therefore, he has to be observant and practical. His forehead reflects this in its bulging prominence at the brows, and its backward slope to the hair line.

Courage, determination, persistence and energy being ingredients necessary successfully to combat the elements, we find the profile developing a well-bridged nose and a strong chin.

This is the blond, who, having mastered his environment, started to conquer the world. Full of aggressive confidence, which begets the

leader and the conqueror, he and his followers emerged from the cold north lands and descended upon the dark-skinned races of the tropics, overpowering and subjugating them. This domineering blond was the Aryan (Note: Called so by historians). The early stages of civilization witnessed the conquering Aryan, sweeping like a tidal wave over the world, conquering the peaceful, submissive brunet wherever he went. Creative and constructive, he set about building powerful cities, nations and civilizations. Although they imposed their own language upon their subjects, they, nevertheless, adopted the wonderful literature, arts, culture and science evolved by the patient, persistent brunet through ages of painstaking plodding. The blond, who had been too busy heretofore to acquire culture and develop art profited by this intermingling with the brunet. But gradually these empires and civilizations began to crumble. The firm hand of the blond was losing its grip. The blond, who had lost most of its pigment in the north, was beginning to feel the effects of the destructive rays of the tropical sun. At first he was stimulated—physically and mentally—by the strong light. But this stimulation was artificial, and drew

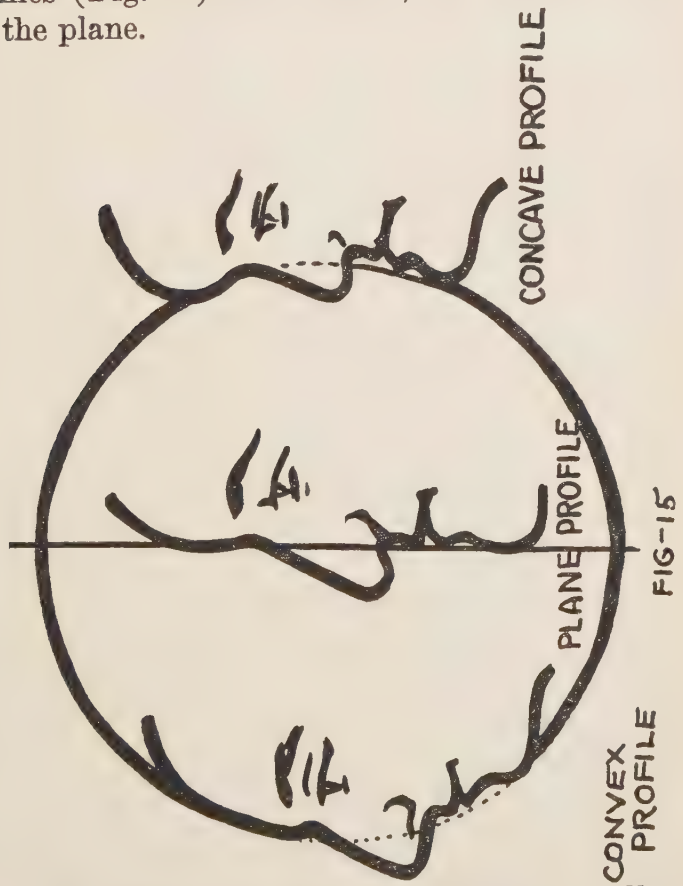
upon his reserve energy. Exhaustion followed, and in its wake came the crumbling of the blond personality, mentally, physically and spiritually in these sunny lands. In losing his pigmentation, the blond, virtually placed a time-limit upon his habitation in the lands of brilliant sunlight.

### Three Basic Profiles

From the standpoint of Character Analysis, there are three fundamental, basic profiles of the face, and six combination types of profiles. With the exception of the plane, all vary according to their degree of convexity or concavity. In other words, the greater the convexity or concavity, the more strongly will those portions of the profile reflect the corresponding convex or concave traits.

Science must be not only demonstrable but logical and comprehensive as well. It must consider the part not only, but it must also take the whole into account. This nine-fold classification of the profile is here being given to the world for the first time. The old method named the same three primary types, but only two combinations. This, as we shall soon see is complete.

First we will consider the three basic profiles (Fig. 15)—the convex, the concave, and the plane.



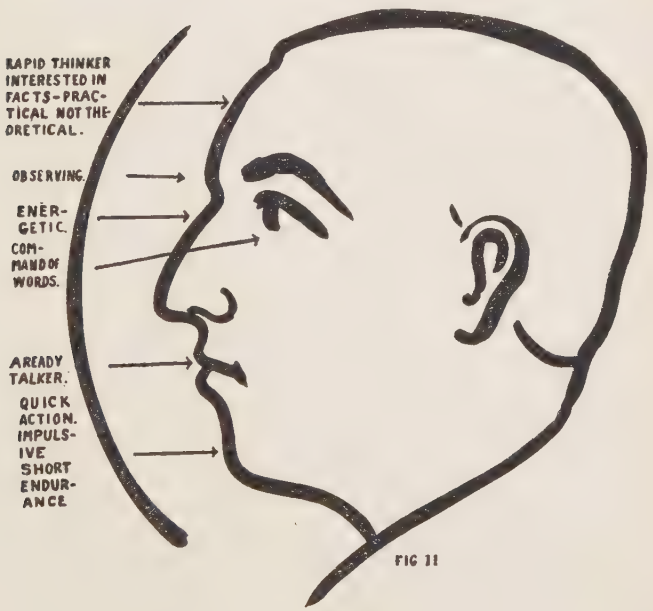

The above are the three primary profiles. All others are combinations of these.

## CONVEX PROFILE

The convex profile (Fig. 11) is out-curving, like the outside of a ball or shell. It lacks, however, the smoothness and evenness of the billiard ball. This type of profile is characterized, when extreme, by the out-curving of all the features of the face, starting with the forehead and ending with the chin. The forehead is most prominent at the brows and slopes backwards to the hair line. The more or less prominent eyes form an out-curving outline upon the face. The nose is high-bridged, adding to the convexity of the contour of the face. The mouth is prominent and out-curving, while the chin recedes or is drawn in, thus completing a semi-circular profile.

### Forehead

The convexity of the forehead, with its characteristic development of the lower portion around the brows, indicates a practical nature, one interested in facts and not theories, keen, alert, quick to think, very observant.




## Convex "Profile"

This type characterized by general out-curving of all features in the profile. The keynote of this type is quickness of thought, speech and action. His thinking and doing are almost simultaneous. He is interested in practical things and is impatient for results. He is very apt to over-exert. "Hair-trigger individuals" are of the extreme convex type.

### Eyes

The convexity of the eyes, especially of the lower eyelids, denotes power of language. The next time you hear a great orator, notice the fulness of the lower eyelids. William Jennings Bryan, Russell H. Conwell and Lloyd George all have more or less bulging lower eyelids.

### Nose

The arched, convex nose tells you the individual has plenty of "steam in his boiler". He has an abundance of energy for the day's work. In the chapter on "Noses" we tell how this nose was evolved. This nose generally spells large lung capacity, and so helps provide the body with power and energy.

This high, long nose signifies positive, aggressive energy. It bespeaks activity—the kind which surmounts obstacles and laughs at failure. It is geared up high.

With this nose we generally, but not always, find the convex forehead.

### Mouth

Besides indicating the emotional tendencies of the individual, as described in the chapter

on "The Mouth and Lips", the prominent, protruding mouth also tells you he is a quick, rapid, even impulsive speaker. The fuller the eyelids, the more fluent he will be. The forehead being convex, thought will be along practical lines. (See Fig. 12.) If, however, the forehead be concave, you may expect idealistic, philosophical characteristics and slower speech.

### Chin

The chin is an index of the degree of controlled or pronounced activity. When studied, it should be compared with the nose, which shows how energetic one is, and also with the center of the back top-head region, which shows how resolute one can be.

The chin in this profile is convex or receding, and shows a minimum of controlled or pronounced activity. This makes the quick energy denoted by the high, long nose, take on impulsiveness. The rudder of determined activity is missing, and the human ship veers back and forth with each puff of the wind. Applied Psychology will help you build up a spirit of determination.

Figure 12. Savonarola

Here you see a pure convex profile with all the features—forehead, eyes, nose, mouth and chin—out-curving in their general outline. The prominence of the lower eyelid, plus convexity of mouth indicate readiness and fluency of speech.

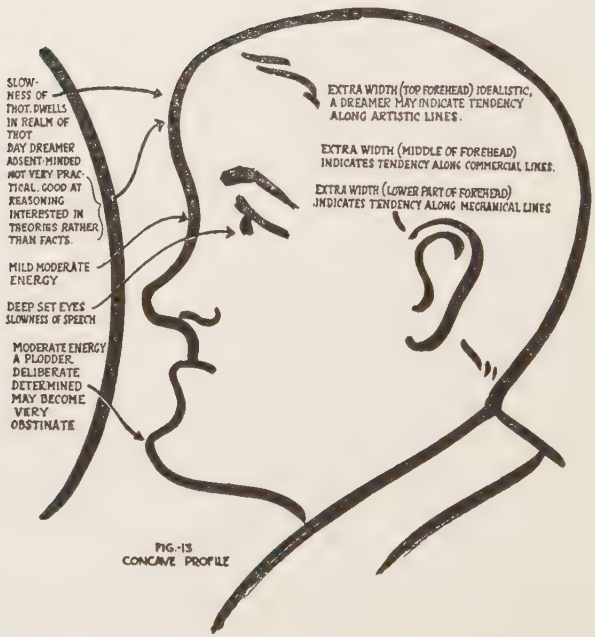
### Work

The extreme convex is rapid, quick, even impulsive in all his processes. As he is intensely practical, he draws upon the concave theorist for ideas, using only what will bring results, and discarding the rest. He is a "touch and go" individual, and his alertness helps put ginger into subordinates.

He is naturally adapted for any kind of work requiring quick thinking, keen observation and prompt acting. He is best, however, at concentrated, not at sustained effort. He is a sprinter, not a plodder.

## CONCAVE PROFILE

The concave profile (Fig. 13) is incurvate, like the inside of a ball or shell. The extreme concave is characterized by the incurving of all the features of the face. The face has a scooped-out appearance. The forehead bulges at the top, the brows are flat or depressed, the eyes deep set, the nose short and low-bridged, the mouth drawn in and receding, the chin hollowed out to a prominent and protruding point.




All features of profile are incurvate or concave. This type is characterized by deliberation or slowness of thought, speech and action. This type is theoretical rather than practical, plodding instead of impulsive.

### Forehead

The concavity of the forehead, with its prominent, bulging upper portion, is the sign of a theoretical, philosophical, idealistic nature. He is not interested in facts but in theories, in the "reason why" of things. Leaning more toward meditating and philosophizing, he thinks more slowly than his convex friend. He is not contented with surface explanations, he wants to know the underlying cause and he has the patience and persistence to work out the details painstakingly. He is not very observant and is generally so introspective as often to be found in a "brown study."

### Eyes

The unobstrusive, deep-set eyes, denote not as much command of language as in the case of the extreme convex. Indeed, the extreme concave is generally a man of comparatively few words.

### Nose

The incurvate, low-bridged nose is a heritage from the original brunet races. It is an indication that there is no excess of "steam in the

boiler." The lungs, not being developed to the extent they could be by exercise this individual does not have as much oxygen coursing through his system as the deep-chested, high-bridged convex, and, as a result, does not have as much energy, and is not as active. By taking daily breathing exercises with constructive affirmations such as can be learned from Applied Psychology, he could develop, not only his lungs, but his nose as well.

### Mouth

The natural drawn-in, receding, incurvate mouth shows great deliberation of speech. Where we find this feature the subject not only thinks before he speaks, but often thinks several times before he opens his mouth. The brakes work on both his thoughts and words, so that when he speaks, he makes haste very, very slowly. He is generally even, calm, deliberate and mild.

There is another type of mouth which resembles this—only the setting is different. Instead of a natural, calm, relaxed, restful expression, there is a certain repressed tense tightness of the lines of the mouth and lips. Like smoke from the crater of Mt. Vesuvius,

they indicate liability to boil over any moment, although outwardly, all is apparently calm and serene. Deliberation, in this case, holds down the lid until too much steam accumulates —then it deliberately blows the lid off.

### Chin

The prominent chin shows deliberate, controlled activity and also a good amount of determination. When its owner says he will do a thing, he means it. And once he makes up his mind he stays by it, because he has the ability to stick. He conserves his energy by having his activities under control.

### Work

The individual with the concave profile can sit down and think out plans for an advertising campaign, the construction of a canal, the erection of a building or for the conduct of a legal case. The convex, plane, or one of their combinations, steps in then to put the advertising over, to dig the canal, erect the building, or try the case before the jury in accordance with the plan of the concave. The concave is good at any work taking time patience, perse-

verance. Scientific investigation or research work also appeals to him.

## PLANE PROFILE

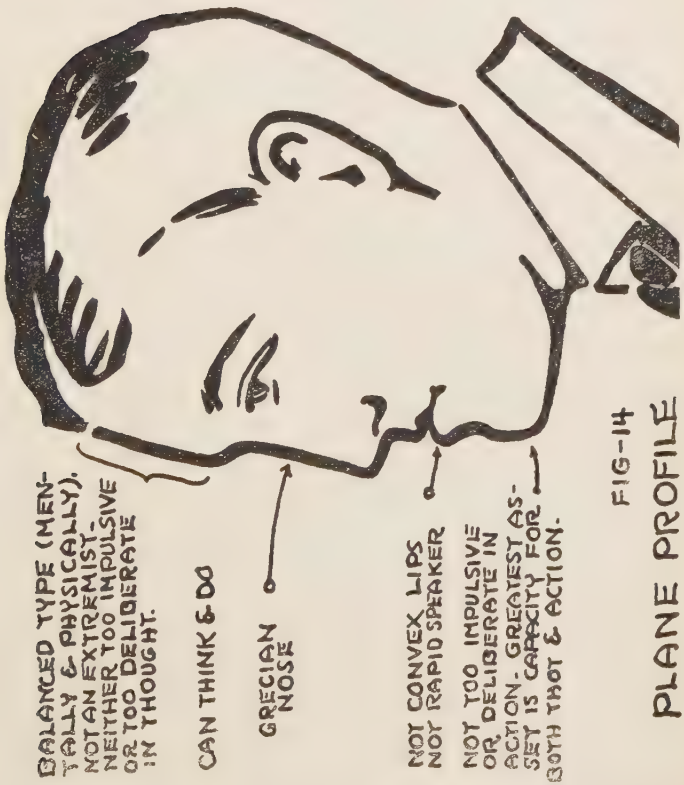
The third primary profile (Fig. 14) is the plane or straight. This is just between the extreme convex and the extreme concave. The features, in outline, present a comparatively plane straight surface. The forehead and nose are straight, and his eyes, mouth and chin are neither receding nor protruding.

They stamp the middle-of-the-road-man. While he combines traits of both the convex and the concave, he lacks the extremes they manifest. He links up thinking with doing.

### Forehead

The plane forehead combines theoretical with practical tendencies. Its possessor is able to theorize in a practical way. Instead of seeing just one side of a thing, he sees both.

While not the lightning thinker of the extreme convex, nor the slow meditator of the extreme concave, he reaches his conclusions with medium speed after having made a careful balance of things. He is fairly observant and introspective.




The plane or balanced profile is the middle-of-the-road man. He is neither too convex nor too concave. He is just between. He, therefore, has the ability to think and also to act and speak with moderate speed.

### Eyes, Nose and Mouth

His eyes indicate a fair command of language, while his plane mouth denotes a moderate fluency of speech which lacks the impulsiveness of the extreme convex and the great deliberation of the extreme concave. His nose betokens more energy than the short, low-bridged nose but not as much as the long, high-bridged one. He can "get up steam" quicker than the extreme concave, but not so quickly as the extreme convex.

### Chin

His plane chin lacks the impulsive activity and spasmodic determination of the extreme convex, on the one hand, and the deliberate, controlled activity and tenacious stick-to-itiveness of the extreme concave, on the other.

### Work

The plane individual fits into work which calls upon both the brain and the hand, upon theory and practice, upon thinking and doing. He makes a very good demonstration salesman, head of an experimental station or administra-

tive executive. He can plan and execute advertising campaigns.

For purposes of analysis, we divide the profile into the upper part, which includes the forehead, eyes, and nose, and a lower, which consists of the mouth, lips and chin.

## COMBINATIONS

We will now take up the following six combinations: convex upper-concave lower, convex upper-plane lower, concave upper-convex lower, cancave upper-plane lower, plane upper-convex lower, plane upper-concave lower.

Go over the three primary profiles in your mind and see if you can fill in the pictures of these six combinations. To avoid needless repetition the following descriptions will be as brief as possible. You can do the elaborating as an exercise.

### Convex Upper-Concave Lower

1. The convex upper-concave lower (Fig. 16) is practical, a keen observer, energetic, fluent—but thinks before he speaks or acts. His thoughts are geared in high, while his speech and actions operate in low; they are deliberate. He has plenty of determination. He

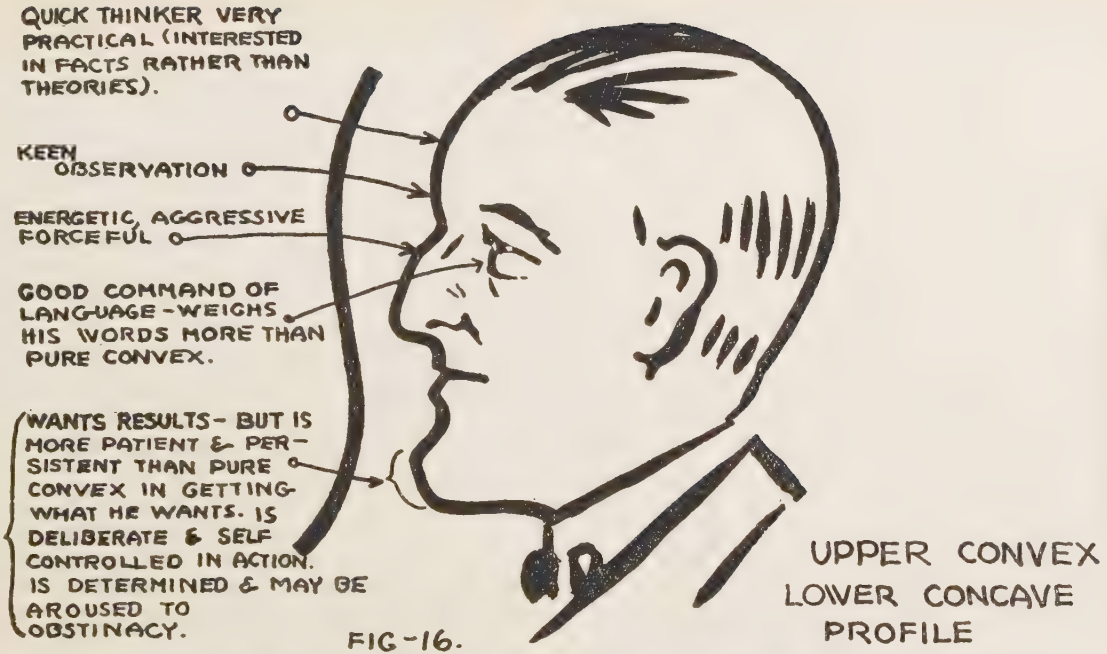



FIG-16.

While this man thinks quickly and has command of language, he weighs his words and his actions, thinking "seven times seven" before saying or doing a thing. He therefore makes a good executive.

makes a good executive and a good salesman. He is interested in facts—not theories.

### Convex Upper-Plane Lower

2. The convex upper-plane lower has the same characteristics portrayed by the forehead, eyes and nose plus the fact that he is not so slow in his speech and actions nor so determined as combination No. 1. He could fit in as an executive or salesman where the situations and conditions are continually changing.

### Concave Upper-Convex Lower

3. The concave upper-convex lower (Fig. 17) is interested rather in theories than in facts. He thinks slowly but speaks and acts quickly. His brain operates in low gear while his speech and actions are geared high; as a result he often speaks and acts before he thinks. He is not only excitable, but impulsive as well. He is not keenly observant and has only a moderate amount of energy and determination.

Work requiring quickness of the hand calls upon this type, such as typing, stenography, book-binding, gem cutting. He is also found in the ranks of teachers, writers, philosophers.

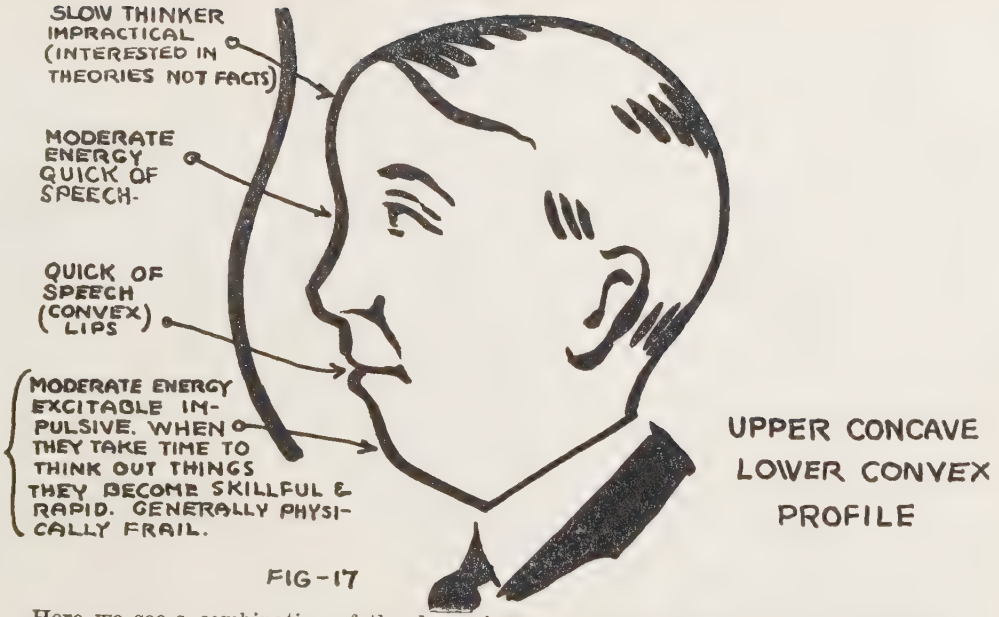



FIG-17

Here we see a combination of the deep abstract, slow thinker and the quick speaker and doer. His actions outrun his thoughts. He needs to speed up his thoughts and be more deliberate in his speech and actions.

### Concave Upper-Plane Lower

4. The concave upper-plane lower is also the slow thinking theorist. He is also deliberate in all he says and does. He does not put his foot into his mouth every time he opens it. His thoughts and actions are geared up better than in the case of the third combination and he makes connections oftener. He has the patience and determination needed to carry out what his mind plans. But if he finds out that his ideas won't work, he will give them up and try something else. Inventors, architects and designers, are found in this group.

### Plane Upper-Convex Lower

5. The plane upper-convex lower is interested in both theories and facts, is both idealistic and practical. He thinks moderately fast. He is tolerably observant, has a fair command of language, and a fair amount of energy. His words and his actions, however, are too speedy for his brain and he sometimes speaks or acts before he thinks, not as often, however, as in the case of the concave upper-convex lower combination as there is not so much difference in the upper and lower gears. Since his endurance is limited, work which permits him quick-

ly to translate his thoughts and plans into action is best suited for him.

### Plane Upper-Concave Lower

6. The plane upper-concave lower has the same upper characteristics as combination No. 5—the same upper gear with a slower lower gear than in the former combination. As a result we see a practical theorist who acts as well as thinks, but who thinks before he acts or speaks. He has very good determination. This man would make a good executive and a still better one if he had a high-bridged nose. He could use that extra energy to advantage. Having endurance, determination and patience, he will take time to put his theories into practice.

### Variations

These are the six upper-lower combinations. There may be cases where one portion of the combination is not entirely convex, concave or plane. In such case each feature should be considered separately.

The more convex or concave the profile, the more strongly do the features portray their respective convex or concave traits. Blondness

has the effect of strengthening the findings of a convex profile while in the case of a concave outline the features are geared up a little faster than is true of the concave brunet. Brunetness has the effect of reducing to a certain extent, the high gears of the convex profile, and of throwing the concave into a still lower gear. Profile, however, is a more decisive factor than complexion.

Remember to read all the other traits and tendencies as well as the profile.

# NOTES

## CHAPTER XII

## THE EYES

The eyes have been termed the "windows of the soul" and rightly so. Some of us have the curtains all the way up so anybody can look in, while others have the curtains down, just far enough to insure reasonable privacy with plenty of light; there are still others who close the shades so no one can look in.

A little gray-haired lady in a certain city on the Pacific Coast every morning made the wish that she would have a sweet disposition all day long. This desire, spoken every morning for years, sank down into her subconscious mind or soul with the force of a powerful affirmation. Her sweetness, her kindliness, her genuine whole-heartedness shone through the "windows of her soul" upon all who came within the radius of her presence. Her dark and gloomy office was literally brightened by the sunshine of her smile.

She was connected with a number of public welfare organizations in the city. Whenever any of their committees failed to get the support they needed from the hotels or commer-

cial and financial houses of the city, she was called upon to play solicitor and she would win out every time through the force of the sweet and radiant personality shining forth through her eyes.

### Automatic Reactions

The eyes are so sensitive that the reactions are mainly unconscious, automatic. The conscious will has but comparatively little control over them. A cinder gets in the eye and the eyelids act before you have time to tell them to close. This is an instinctive means of self protection.

Any conscious change in the eye maintained for any considerable time, of itself, betrays its artificiality. If repeated often enough it will change the normal setting of the eye so that "he who runs may read."

The eye, however, is, to a large extent, uncontrolled by the conscious will and as it is natural in most instances is an excellent feature to study. A word of caution however. Some people "put on" certain expressions of the eye to mask their thoughts. There is the gambler who does not "bat an eye" whether he is winning or losing. He has consciously

FIG. 52
NORMAL EYE

FIG. 53
PALE WASHED OUT
BLUISH EYE SENSUAL
NOTE DROOPING EYELIDS

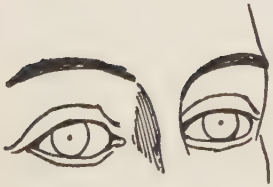


FIG. 54
COLORLESS PIN-POINTED
EYE. COLD, MERCENARY
SUPERFICIAL.

FIG. 55
TREACHERY
DECEIT
ARTFULNESS

See also Figures 85, 86, 87 and 88

put the brakes on the expression of his emotions so no one can read his thoughts. He can puff away at his cigar, blow rings in the air, and look so unconcerned that you can't tell whether he has a full house or a pair of deuces. But his artificial stare in time becomes imprinted more and more definitely on his countenance, making it all the easier to read.

### "Vamp-ish" Eyes

Then there are the apparently innocent, trusting, wide-open eyes of the designing vamp. These can be interpreted aright if certain hardness, stress, or strain of the muscles of the eyelids is observed. The expression of such eyes may be transitory, like the fleeting cloud which temporarily hides the sun, or it may, in process of time become carved into the features, as the constant beating of the waves wear away even the rockbound coast. In studying the eyes—"keep your eyes open!"

### Brunet Eye, Affection, Mentality, Passion, Emotion

The eyes are usually a good index of a person's mentality. The dark eye indicates

affection, passion, strength, constancy, and an acute intellect and is generally associated with the brunet temperament. However, when flaming or darting, when deep-set, with eyeball drawn upward showing the white of the lower part of the eye, and with a curtain of flesh drooping over the upper eyelid in a puffy appearance, we see evidence of very strong passions, irritability, and intensity of feeling. The brakes on his temper are missing and as a result he constantly "flies off the handle." Every time this happens the eye is pulled upward, outward, and forward, exposing the white of the eye from side to side below the pupil and forcing the upper lid up so that it folds back on itself, giving it a baggy appearance.

### Blond Eye

The eye which is usually associated with the blond temperament, is light in color—generally blue or gray. It denotes an active, alert, positive, cool, refined, yet not over-sensitive mind. The owner generally makes friends more easily than the person with the brunet eye. These traits must, however, be checked up with the rest of body as there may be other

characteristics which neutralize or accentuate the story told by the eyes.

### Sensual Eye

The opposite of the blond eye might be termed the sensual eye, (see Fig. 53), and is generally of a very pale, washed-out bluish color, prominent, with a thick, heavy, puffy, drooping upper lid, significant not of concentration so much as of contemplation. It is also the eye which shows lack of physical courage.

### Cold, Grasping Individual

The cold, grasping person who thinks of nobody but himself and how he can do the other fellow, often has a prominent, colorless eye, with a pupil so small that it almost takes a microscope to find it. This type (Fig. 54) might be termed the petty, pin-pointed profiteer. He is the landlord who gouges you on the rent and, if someone else comes along from whom he can get more money, heartlessly throws you out without notice. He is narrow-minded and extremely superficial.

### Space Between Eyes

The eyes should be spaced about the width of an eye apart. On account of the width of the nose at its junction with the forehead, the distance between the eyes may appear to be less than it really is.

### Index of Mentality

As shown above the eye is an index to a person's mentality. The quick, active, alert mind is reflected in the eyes which seem to sparkle and dance all the time; while the slow-thinking, deliberate, plodding, reflective mind generally sees through calm, unobtrusive, slow-moving eyes.

### Size of Eyes

Small eyes usually take everything in at a glance, down to the smallest iota. They are generally good for detail. On the other hand, more is taken in by the large eye. If too large, prominent and wide-open, they have that "baby stare" whose possessor is apt to be an easy mark for the blue sky stock salesman who wants to unload a gold brick. This is the innocent, "green as grass" expression the de-

signing vamp often attempts to simulate. The person with these eyes needs a true friend who will give good counsel, as he takes everybody at his word. He is generally frank, open, honest, candid, trusting. He needs to develop more back-bone, as he is often imposed upon. Opposed to the wide open eye is the eye with the shades pulled down so nobody can look in. The man who wants to hide his thoughts from the public draws down his eyelids so that they screen off a large part of the eye. The sly, cunning, treacherous, selfish, cruel, sensual, secretive man is characterized by closely drawn eyelids which permit but little of the eye to show.

### Eye of Treachery

The eye of treachery is the "fox eye" (see Fig. 55) which slants upward and outward from the nose, with the eyeball drawn upward and the upper lid hidden by a fleshy fulness which drapes down from the slanting eyebrows concealing a large portion of the upper part of the eye.

### Mental Concentration

Mental concentration has a tendency to draw the muscles of the upper part of the face down-

ward, bringing the upper eyelid down over the eye. This effect is not to be confused with the foregoing groups.

### Physical Concentration

Physical concentration has the effect of closing the eye to a certain extent by causing a thickening of the rims of both lids and also a tendency to draw them a little closer together.

### Eloquence Indicated by Eye

Eloquence is shown by the prominence of the lower eyelid. This is due, not to a puffiness, but to the bulging of the eye itself. The faculty of speech is located in the region of the brain known as Broca's Convolution, over the posterior part of the super orbital plate which helps form a roof over the eyeball. When this part of the brain is well developed it presses against this thin plate of bone, forcing the eyeball outward and downward, causing a fulness or bulging of the lower eyelid. Bryan, Woodrow Wilson, Lloyd George, Theodore Roosevelt and all great orators have this feature to a very pronounced degree.

### Mirth

Mirth is indicated by little laughing wrinkles which spread out fan-fashion on each side of the face from the outer corners of the eyes.

### Expression of the Eye

Much has been said about honesty being characterized by a straightforward, eye-to-eye look, and dishonesty by a shifting, side-long, furtive expression of the eyes. In some cases this honest, open, frank look is "put on." To the careful observer, this is but the cool, calculated, hard stare of one who wants to assume a virtue he doesn't possess. On the other hand, many an innocent man will not "look you straight in the eye," but will shift his eyes. This is due to timidity, bashfulness or sheer awkwardness. The close observer can easily tell the real from the false.

If you are in doubt as to the man who is uneasy in your presence, first notice his texture. If it is fine, then he is super-sensitive and will feel things more keenly and incidentally register more embarrassment than the medium or coarse-textured individual. If he

has a well developed top-head, you may reasonably give him the benefit of the doubt—providing he does not have along with it the exceedingly wide head that spells selfish, brutal and destructive tendencies.

Note the setting of the eye. Take everything into consideration.

### Eyebrows

Weak eyebrows are quite often found on the thinking or Mental type. This is due to the extreme fineness of the hair which so often accompanies this type. This eyebrow also often indicates physical weakness and debility.

Strong eyebrows — prominent, clear-cut, waving, thick, angular — denote strength, power, activity.

Artistic tendencies and temperament are denoted by the arched eyebrow.

The straight eyebrows usually belong to the man engaged in scientific investigation or to the business man, the extremely practical "down to earth" man.

Emotional, spiritual, psychic and musical tendencies are indicated by the curved or rounded eyebrow.

The suspicious, troubled, worried mind is often revealed in eyebrows which are joined. This type of eyebrow is, nevertheless found many times on those who have no troubles or worries.

Concentration has the effect of pulling the brow down nearer the eye.

Before passing final judgment on either the eye or the brow, the significant details of each should be carefully checked up with all the other features.

# NOTES

## CHAPTER XIII

### THE EARS*

"Quality shows in the ear" is an axiom which has been handed down from generation to generation. As a means of analyzing character the ear indicates the general quality, refinement, and cultural possibility of an individual. For purposes of detailed analysis you are advised to read all the other features for specific indications of traits, as the ear, outside the above stated characteristics, alone will not suffice.

There are some who attempt to read people entirely from the ear, but, in justice to the person being analyzed, the entire individual should be analyzed—not merely the ear. A word of caution should be given right here—do not read just one feature and think you have arrived at a complete character analysis. You must take everything into consideration—some features are accentuated, some toned down and others completely nullified by traits showing in other parts of the body. The final analysis should rest upon the net total of all the findings.

*See Figure 87.

### Three Types

From the standpoint of constructive character analysis there are three general types of ears—the round ear, the "square" or oblong ear, and the pear-shaped ear.

### Round Ear

The round or Alimentive ear is characterized by a general roundness of countour and by a certain fullness of the lobe or fleshy part. The owner of this ear can tell you where the best restaurants in town are. He likes good things to eat—and plenty of them. He is more or less emotional.

### Square or Oblong Ear

The "square" or oblong ear is in reality oblong in outline. It has a certain squareness in its lines that is distinctive. This ear is characteristic of the "doer type" or Mr. Muscular, who likes action, wants results, and likes to "go-get-'em."

### Pear-Shaped Ear

The pear-shaped ear has the large part uppermost and tapers more or less gradually

to a point at the bottom. This is the Mental ear and indicates the thinker, the philosopher, the student, the man whose main diet is mental food to be found in books.

### Variations

There are many variations of the three foregoing types. Persons of culture and refinement generally have ears delicately formed and graceful in outline. Those lacking refinement and culture generally have ears more or less irregular in outline, ill-shaped and coarse. The degenerate and criminal classes generally have very crude, ugly, often apparently deformed ears.

### The Frail, the Strong, the Reliant, the Timid

The frail, delicate, highly nervous individual has ears so thin they look like transparent shells. The human dynamo—the man who does things—has more or less angular ears. The executive, the man with backbone, has ears which stand out from the head. The man who does not put himself forward, the man who is lacking in backbone, has ears which lie close to the head. If the ears are also small, he will be very conservative.

### The Musician

The musician has ears set out from the head, with a thin, unbroken rim, deep convolutions, and an uninterrupted inner orifice connecting with the outer shell, so that the sound waves have easy access to the ear drum. The smaller the orifice, the more delicate the sound which reaches the auditory nerve.

### The Ambitious and Liberal Man vs. the Shrewd or Foxy Fellow

The ambitious man and the liberal man both have ears which are wide at the top. The shrewd man who looks out for "No. 1" generally has ears with pointed tops. "Mr. Foxy Fox," the man for whom you have to keep your eyes open, usually has sharp spear-tipped ears.

## NOTES

# CHAPTER XIV

# THE NOSE

So important do some authorities consider the nose that they base their character analysis findings to a large extent upon its shape dimensions and outline. On the other hand, there are a number of authorities who do not believe in laying so much stress upon a single feature. Conceding that the nose is a sure index to character, they, however, hold that this feature represents inherited character, molded more by the hand of the past than by the influences of the present.

The nose changes—not with the same rapidity and frequency as the sensitive, mobile mouth, to be sure, but it changes, nevertheless. Evolution tells part of the story of this change—how the nose adapted itself to its environment.

## Evolution of Nose

According to anthropology, primitive man had a low-bridged, short, flat, wide nose. The nostrils were large, round, prominent holes in the face, connecting with the throat in as

direct a manner as possible. Inhabiting the sunny tropics and sub-tropics, early man lived a life of ease. Nature bountifully supplied him with all the food he could eat. Strenuous exercise in such a climate being too much of an exertion, but comparatively little oxygen was needed for the system. You naturally wonder why he had such large, round nostrils. Nature—God—molded those wide nostrils for a particular environment. The warm, heated air expands, rarifying the oxygen, so that Mr. Primitive Man had to breathe more air to get the proper amount of oxygen. The short, direct passages to the lungs enabled him to breathe with very little exertion, as the air did not have to be tempered by a long trip before it reached its destination, the lungs.

When the more venturesome started roaming, they came into lands where the air was colder. What happened? Their wide, rounded nostrils and short, direct air passages brought the cold air in almost direct contact with the lungs with little or no change in temperature. Chilled lungs lowered the bodily temperature and vitality, bringing on pneumonia and other lung troubles. Nature, however, is adaptable. A nose was needed which

FIG·46
·ROMAN·
REPRESENT THE STRONG DEVELOPMENT OF PRIDE, FIRMNESS, COMBAT, DESTRUCTION AND CONSTRUCTION - IN SHORT, THE MUSCULAR TYPE.

FIG·47
·GRECIAN·
REPRESENT THE STRONG DEVELOPMENT OF THE REFLECTIVE FACULTIES, AND OF IDEALITY, REVERENCE, HONESTY Etc. -IN SHORT THE QUALITIES WHICH MAKE UP THE "ARTISTIC NATURE"

FIG·48
·CHERUBIC
REPRESENT THE STRONG DEVELOPMENT OF THE SOCIAL QUALITIES AND THE "TENDER EMOTIONS"; SOME CALL THIS THE FEMININE NOSE.

See Page 53

would take the chill off the air breathed in before reaching the lungs. As a result of this need, there evolved a nose entirely different from that found in the tropics. This nose was not low-bridged, but high-bridged, not flat, wide and short, but high, fairly narrow and long. This nose, with its long, narrow air passages, warmed and tempered the air breathed in. This was of especial importance, as the cold climate made exercise vital, while to procure the necessities of life required exertion and aggressive energy, making imperative the supplying of plenty of oxygen to the lungs.

In his fight against the elements, this man of the colder clime had to develop strenuous activity and had to consume more oxygen in order to conquer. The long, thin, high nose made this possible whereas the low, flat, wide nose was unable to stand the rigors of the cold country.

### The Three Types of Noses

Today we find three distinctive types of noses, the Roman (Fig. 46) or convex nose; the Grecian (Fig. 47) or plane nose, and the Cherubic (Fig. 48) or concave nose.

### Roman Nose

From the foregoing we can tell why the Roman nose (Fig. 46), indicates energy, power, persistence, force, aggressiveness, courage. It is the product of a successful struggle against environment, which has brought to the fore the positive, constructive and, at times aggressive and destructive forces possessed by its owner.

The man with this type of a nose is a "doer." He is fond of action. When he wants a thing done he wants to see it done—now—not a month from now. If he can't get immediate action, he will do the thing himself, or at least make a good try at it. If anybody or anything blocks his path to success, he will not sit down and stare black failure in the face. He has so much energy and courage and determination that he will grit his teeth and either battle his way right through, or else he will doggedly work his way around and get there just the same. (Plough around.)

The typical Roman nose is convex, or outcurving in outline with a more or less distinct development of the bony structure in the region of the bridge. This form of nose is found

more often than any of the others among people of the Muscular type.

### Grecian Nose

The Grecian nose (Fig. 47) is plane in outline, being usually quite straight from tip to root. It is generally symmetrical and finely molded.

This nose, while lacking the aggressiveness of the Roman has the persistence and positive power in which the Cherubic nose is deficient. The Grecian nose has often been termed the artistic nose. Its well developed tip is a sign of an active mentality and an artistic nature. With this type of nose there is often a more or less defined width across the upper part of the forehead, showing development of the Reflecting Faculties and Ideality, which bear out and strengthen the qualities indicated by the tip of the nose.

### Cherubic Nose

The Cherubic nose (Fig. 48) is scooped-out or concave in appearance. In appearance it is almost the direct opposite of the Roman nose. Having the bridge or bony part but little developed, the owner lacks the positive, ag-

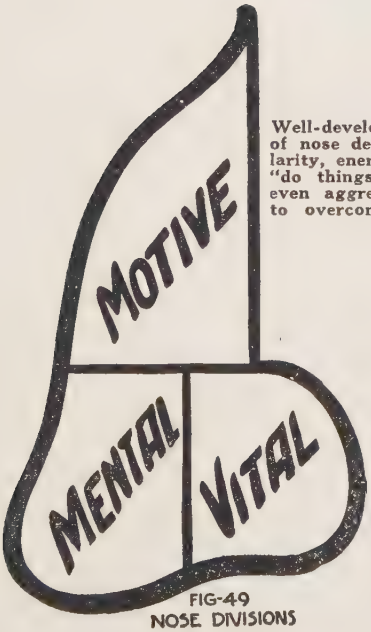



FIG-49
NOSE DIVISIONS

Well-developed bridge of nose denotes muscularity, energy, power to "do things," positive—even aggressive — force to overcome obstacles.

When wings are well developed they show inclination toward Alimentive tendencies. Large, wide-open nostrils indicate strong passions. Small nostrils with wings close to septum denote just the opposite traits.

Tip of nose denotes mental activity. When prominent and sharp-pointed the tip denotes activity of Perceptive Faculties. Activity of Reflective Faculties indicated by full, rounded tip. (See also charts 46, 47, 48.)

gressive, forceful, dynamic intensity and energy of the Roman nose. Where the convex nose would impatiently bang his way through or around obstacles, the concave or Cherubic nose would rather wait and take things easier. Being of a sociable disposition, its proprietor would possibly endeavor to enlist the aid and support of friends in any difficult undertaking.

### Three Zones

The nose is divided into three general zones (Fig. 49)—the bridge, the tip and the wings.

### First Division of Nose

The development of the bridge or bony part of the nose represents the traits and characteristics embodied in the Muscular Type.

The man with this portion of the nose well developed is a good executive, is willing to assume responsibilities. He has the energy, determination and persistence to see things through to the finish. He is a "go-getter."

It is said that Napoleon always picked his generals from officers with large Roman noses. This type of nose is also found in the ranks of construction engineers, builders, promoters

and daring financiers. A certain type of scientist is also found to be its possessor.

### Second Division of Nose

The tip of the nose constitutes the second division or zone. While the bridge of the nose is bony, the tip consists of cartilage and flesh. The degree of mental power of an individual is indicated by the comparative development of the tip of the nose—the more cobwebs there are in the attic, the more undeveloped the tip will be, while, on the other hand, the busier the brain is, the more definite and pronounced is the tip. When the Perceptive Faculties (see Fig. 18) predominate, the nose generally has a sharp, pointed tip, quick to apprehend and grasp things, always on the alert. When excessively pointed, it is the nose that "pokes itself into things."

When the Reflective Faculties (see Fig. 18) are in the ascendency, the tip of the nose is generally full and rounded. Its owner is the thinker, the reasoner, the philosopher.

The tip of the nose is composed of cartilage and flesh, the former constituting the septum, which separates the air passages. When one is engaged in deep thought, the muscles of

FIG. 50
NOSE. SHOWING ANALYSIS



FIG. 51
DISCRIMINATION.

the upper face contract and pull the features downward, while the muscles of the lower face contract upward, both sets meeting at the mouth. This downward pulling of the muscles of the upper face, if it becomes a habit, will gradually cause a drawing down of the septum, making it extend beyond the nostrils and as a result more prominent. (Compare Fig. 50 with Fig. 51.) The person with a prominent septum is able to pull to pieces and analyze any proposition placed before him. If there is "a nigger in the woodpile" he will in all probability discover him.

In reading this feature, however, you should by all means check the upper forehead and see if the faculty of reason or analysis is well developed. If so and the septum of the nose is prominent, then this quality is active. On the other hand, if the septum is prominent, but the corresponding mental trait does not show much development, then this tendency is either latent or in the process of unfoldment. As a rule, the natural, inherited mental traits are indicated by the bony formation of the nose, while the present mental habits and activities are reflected in its muscular and cartilaginous tissue.

The next step is not only to analyze, but also to discriminate. In this process the muscles of the face, in contracting, pull the sides of the nose downward and backward. This constant pulling causes the cartilages in the nose to spread apart at the tip, forming a more or less hollow groove at the point and widening this portion of the nose. (See Fig. 51.)

People having this development are able to separate the wheat from the chaff. When they go shopping, they don't buy what is handed to them. No, they pick and choose. They make good buyers for high-grade department stores, or specialty shops, as they have a discriminating taste. When the tip is upturned, or concave, as in the case of the "pug-nose," the individual has a tendency to touch only the "high spots," and to get no deeper into the subject than the surface. It may even indicate a pert, trifling, superficial, gossipy nature.

### Third Division of Nose

The third zone is represented by the wings of the nose. The bridge is composed of bone, the tip of cartilage and flesh, while the wings are composed of flesh alone. The wings represent the physical and emotional side of one's

nature, and their traits should be kept in mind when reading the lips. They are also the most mobile and changeable part of the nose, the tip being second in line and the bridge last.

The person with well-developed nasal wings generally has plenty of vitality, energy and strong emotions. These wide-winged noses are often found on people of the Alimentive type. When such is the case, they are not so energetic and are quite willing to take things easy, and "let George do it." They have the commercial, financial and executive traits of the Alimentive.

When the wings are small and the nostrils are also small and "pinched up" the person lacks "pep" and has weak emotions. He will never set the world on fire.

In reading the wings of the nose, you should also take into consideration the tip and bridge and then check up with the rest of the body.

The wide wings represent the nose that is expanded. It represents strength. Where the nostrils are dilated, the nose, itself, while generally large, may occasionally be small in size. This nose is finely chiseled and the wings are thin, almost to transparency.

### Dilated Nostrils

The person who has dilated nostrils is supersensitive and emotionally high strung. At one moment he is on the hilltop of happiness only to plunge the next instant into the depths of despair. The Thoracic individual frequently has these dilated nostrils. They are also found on some Musculars, Mentals and Alimentives. They portray the sensitive, dilated nose, and are not to be confused with another form, which will be described shortly.

In this connection, you should examine the fingertips. If you find a little fulness or cushion at the tips of the fingers it is another indication of sensitiveness. Notice also the texture of the skin. In most cases it will be medium to fine—still another evidence of sensitiveness.

There is still another type of dilated nostrils —that with a tense and set dilation, which fits them right in with the face which registers decision, courage and confidence. They give more the impression of physical strength and determination than of purely high-strung, nervous energy, as the sensitive type does.

### Flared Nostrils

The man whose brakes won't hold when going down passion's steep grade, has nostrils which flare or roll backward to such an extent that one can look right into them. The edge of the wings or nostrils appears thickened or swollen, giving a much greater width to the lower part of the nose than to the upper. The general tendency is for the nose to run upwards from the face. The effect of uncontrolled passion is to coarsen the appearance of the nose.

### Pulsating Nostrils

Expanded nostrils which enlarge and contract, pulsating definitely and pronouncedly in rhythm with the breathing, are generally telltale evidences of a sensuous nature, which, if indulged, may drag one down into the depths of sensuality.

Just a word here to people who, perchance, have their passions strongly developed. The passions are the most wonderful forces in man, but like a double-edged sword, they cleave both ways. Don't let these primitive soul-stirring forces run riot. Bridle them, control, but don't repress them, divert them into higher, nobler

channels of human activity. They will then be a mighty asset instead of a weighty liability. Get a hobby—study Applied Psychology—delve more and more into Character Analysis—learn the laws and fundamental principles of Psycho-Analysis—in a word, know thyself!

# NOTES

# CHAPTER XV

# THE MOUTH AND LIPS*

What the eyes are to the mental side of your nature the mouth and lips are to your physical or emotional make-up—only more so.

While the eyes can be made to mask our thoughts and the shades can be drawn so as completely to hide them from view, the mouth and lips stand exposed upon the face with no handy, friendly screen to shield them from the gaze of the critical eye.

Like a railway depot with lines running in from all over the system the mouth is a terminal for nerve fibers which link it up with the emotional centers. And to make it all the more sensitive its fine delicate muscular tissue is honeycombed with a host of tiny blood vessels and secretory glands.

## Human Barometer

The mouth is a human barometer recording upon the chart of the face the story of inner storms, conflicts, passions, joys, sorrows, griefs, regrets, conquests, ambitions.

*See also Figure 97.

Linked up strongly with the emotional, passionate, physical side of life, it tells the world the struggle between the physical and the mental forces of an individual. It tells of battles won or lost in the fight for self mastery. The mouth is but the outward reflection of inner mental and emotional states and, like the sensitive dry plate, it registers the slightest impressions.

In reading the mouth it is well to bear in mind the general influence these two different forces exert in molding the mouth.

### Normal Mouth

In the normal mouth (Fig. 56) the lips are neither too large nor too small, neither too relaxed nor too compressed, neither too hard nor too soft. The lips are at right angles with the nose and have a tendency to curve upwards a bit at the corners which lie about in a line with the center of the pupil of each eye.

### Mental Action

Mental action or concentration acts as a brake upon the emotions and tends to compress the lips, molding them into an expression of

FIG. 56 NORMAL MOUTH
LINES OF DETERMINATION RUNNING FROM WINGS OF NOSE
FIG. 57
THICK BLOATED LIPS DENOTE SENSUAL MOUTH
FIG. 58
PASSION EMOTION IRRITABILITY SHOWN BY IRREGULARLY FORMED LIPS

power, refinement, poise or self control. They then picture a human engine under control. the head above the middle of a line drawn from ear to ear. Also notice the spot where the nape of the neck joins the base of the skull. If there is a width or fulness of the back of the neck in this region it denotes strong, active passions.

### Large Mouths—Half-opened Lips

Large mouths, with relaxed, loosely formed, half-opened lips (Fig. 62) denote "room to let" in the upper story. People with this type of a mouth need new spark plugs in their think tank, as it operates only on "low" and in a dull, heavy, listless fashion.

### Open Mouth

When the mouth yawns open in a vacant, expressionless manner as though the owner had gone for good and left the gate wide open the picture is presented of the idot who has never entertained a thought and whose animal nature is distinctly in the ascendency.

### Large Mouth—Flexible Lips

The large mouth, with very flexible lips and a jaw with heavily greased hinges, which auto-

matically flies wide open every time he talks—and he talks all of the time—is the "town pump" type; never runs dry—who holds forth down at the corner grocery store on everything and everybody from potatoes to politics.

### Open Lips

Open lips in man—when not caused by adenoids or anything that interferes with normal breathing—denote the ascendency of the physical or emotional side over the mental and consequently a lack of self-control or strength of character.

### Mouth of Power, Determination

When the lips draw out from the center to the corner as a result of compression (Fig. 59), the lower lip is moved slightly upward, the mouth-line lengthened, a fulness caused at the corners, and a slight droop is produced at the ends of the mouth line. This is not the droop of pessimism. This is the mouth of power, firmness and determination. This is the mouth of a man who, if told to take a message to Garcia, would quietly accept orders and firmly, resolutely carry them out.

### Physical, Emotional

The physical, emotional, or passionate forces on the other hand, when in control, burn out the brake lining, gorging the circulatory system with hot feverish blood, and like a tidal wave, sweeping aside all barriers, leave in their wake the wreckage of a once normal mouth in the shape of a pair of bloated, puffed out, formless lips. (Fig. 57.)

These are not, however, to be confused with the full lips which are different and will be considered later.

From the foregoing we see that the general effect of mental activity or concentration is to compress the lips into lines of firmness, determination and self-control, while the physical or emotional forces relax, expand, even bloat the lips.

### Full Lips

It is not to be understood from this, however, that full lips are not to be desired. On the contrary, full lips, tempered with firmness and the compression of self-control reflect constructive power and positive force, while just the opposite can be said of the extremely thin,

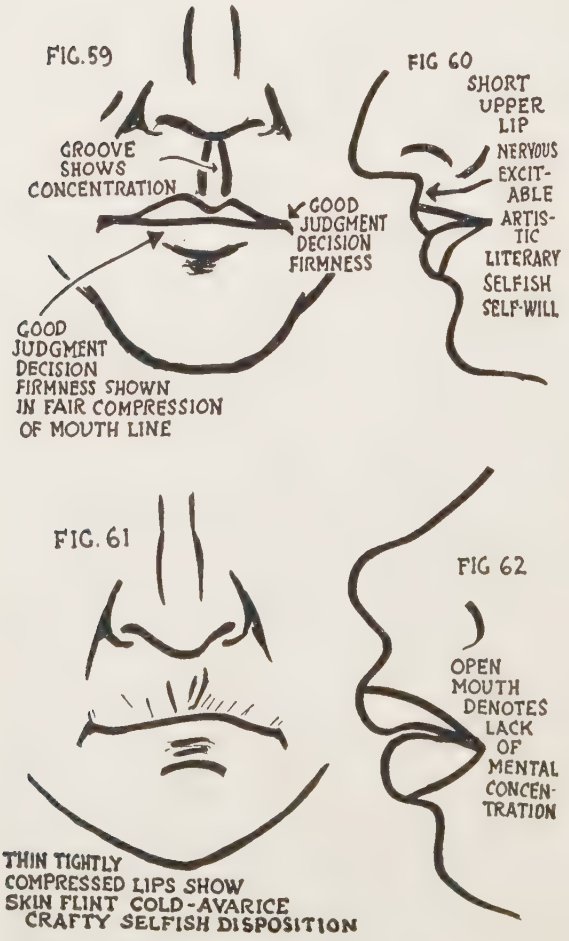


FIG. 59
GROOVE SHOWS CONCENTRATION
GOOD JUDGMENT DECISION FIRMNESS
GOOD JUDGMENT DECISION FIRMNESS SHOWN IN FAIR COMPRESSION OF MOUTH LINE
FIG 60
SHORT UPPER LIP
NERVOUS EXCITABLE
ARTISTIC
LITERARY
SELFISH
SELF-WILL
FIG. 61
THIN TIGHTLY COMPRESSED LIPS SHOW SKIN FLINT COLD-AVARICE CRAFTY SELFISH DISPOSITION
FIG 62
OPEN MOUTH DENOTES LACK OF MENTAL CONCENTRATION

compressed lips. These full lips tell of battles fought and victories won in the fight for self-mastery. Their owners have the powerful emotional forces under control and are able to direct their energy, enthusiasm, and warmth into their work instead, as in the case of formless lips, of letting them run riot or letting them escape into negative, selfish channels.

### Large Mouths—Firmly Compressed

Large mouths, with lips firmly compressed, denote strong, firm characters with plenty of energy and activity. The persons with this type of mouth combine "heart" with head work. They are human dynamos with balance wheels. While they are active, energetic, forceful, they can be moved by a hard-luck story if it is extremely heart-rending, even to tears.

### Large Mouth—Full Lips

On the other hand, the large mouth with very full, even, rounded out lips, denotes a strongly affectionate nature. If the lips lack firmness or compression they indicate a tendency toward sensuality. When reading this mouth see if firmness is developed at the very top of

### Mouth of Weakness

In direct contrast to the above, there is the mouth lacking development at the corners (Fig. 61) and whose upper lip is drawn inward with the wrinkles all pointing toward the center of the lips. This shows not strength but weakness.

### Deliberate Speaker

The man who thinks before he speaks, who deliberates before he makes a certain decision, usually has a mouth where the centers of both lips are gently compressed.

### Narrow, Small, Thin-Lipped Mouth

The narrow, small, thin-lipped mouth shows compression to the extreme, so much so, that it has completely quenched the fires of passion and desires and shows one having a more or less cold, emotionless nature. When both lips are naturally thin, it also indicates a cruel nature. They are not to be confused with full lips which have been thinned by compression or self control.

### Temper, Irritability

Fits of temper leave their imprint upon the mouth. During these spells of irritability the blood is rushed to the arteries of the face. The blood vessels of the mouth as a result are gorged. The soft, sensitive lips, swollen with heated blood, become parched and cracked and when the blood recedes and the lips relax to resume their normal size they are as irregular in outline as a patch of adobe sod which the sun has baked after a hard rain. This wavy, irregular, broken appearance (Fig. 58) is especially noticeable at the mouth line where the lips meet.

### Ill Temper

If this irritability be persisted in to the point of developing ill temper, the continual parching and cracking of the lips by the drying up of the secretory glands of the mouth, through the excess of bile salts in the blood caused by temper, will cause the lips to become dry and hard and will show an irregular wavy outline.

### Passion

Temper and passion also leave their marks on the lower lip. After the congestion has dis-

appeared the lower lip relaxes and instead of being tense it becomes soft and loose. This looseness of the lower lip is an aftermath of temper.

### Passionate Mouth

The passionate mouth is somewhat similar to the foregoing; the parched, cracked, irregularly outlined lips being dark red in color. The owner of those lips generally has the perceptives strongly developed. He believes in action instead of contemplation.

### Sensuous Mouth

The sensuous mouth, on the other hand, is very full, smooth, velvety and soft in appearance. It mirrors the thoughts of a reflective mind that lives in a peaceful, calm realm of contemplation instead of realization.

### Concentration

When the upper lip dips down in the center (Fig. 59) as it meets the lower lip, this is a sign of mental concentration backed up by readiness for physical action.

### The Optimist vs. Pessimist

Optimists have upward curved mouths, while pessimists both in outward appearance and in habit of mind are decidedly "down in the mouth." These mouths are not to be confused with the strong-willed mouths which, because of compression, droop slightly at the corners.

### Short Upper Lip

The man with the short upper lip (Fig. 60) is generally more or less self-centered and is not averse to a little praise now and then.

### Long Upper Lip

The man with the long upper lip, however, is the one Mr. Flatterer can never do any business with. He has plenty of self-reliance and self-confidence.

### Slanting Mouth

Beware of the slanting mouth, higher on one side than the other. It denotes caution, cunning, cajolery and even crookedness.

In repose it may not appear to be slanting, but when in action it assumes this position.

In judging this mouth, however, be sure to look at the conformation of the teeth, as they have a tendency, when irregular in outline, to distort the mouth.

### Crooked Mouth

The crooked mouth is all that the name implies. When passing judgment on this, see whether the faculty of honesty is well developed or not.

Lavater, the noted physiognomist, wrote: "The wisest and best men have well proportioned upper and lower lips, evenly developed and full. Every eloquent man has lips at least moderately full. Large mouths indicate more character than small ones, but very large always denote a gross sensual and sometimes a stupid and wicked person. A calm uncontracted, unconstrained mouth with well proportioned lips, with a mild, tender, easily movable fine-lined, not too sharply pointed forehead, should be revered as sacred. A mild overhanging of the upper lip generally signifies goodness; well defined, large and proportionate lips, the middle of which is equally serpentine on both sides and easy to be drawn,

are never seen in a bad or common countenance."

### The Sarcastic Mouth

The man who deals in sarcastic, stinging, cutting remarks generally has a mouth which cuts obliquely across the face, the upper lips having a puffiness on either side of the center and a certain appearance of flaring backward. This man cares not what he says nor what other people think of it, and his ill-tempered mouth certainly bears it out. This is not to be confused with the slanting mouth.

### The Selfish Mouth

The person who selfishly looks out for "number one," thinking only of his own personal pleasure regardless of the pangs it may cost others, is characterized by teeth which show even when the mouth is normally closed. This type may run rough-shod over the feelings of even the dearest friends without giving it a single thought. This type is characterized by heartlessness and, when lacking certain front head development, also shows signs of "Nobody Home."

The small mouth with naturally thin lips is a sign of selfishness and greed. This mouth is the result of an unceasing mental activity which causes the lips to become more and more compressed. This mouth also shows a tendency to worry. The big mouth, on the other hand, is generous and carefree.

### The "Kissing Mouth"

The mouth which shows a distinct fullness at the center of the lower lip only, and an even compression of both lips, denotes the "Kissing Mouth"—not of passion—but of pure affection. When found in women it shows great mother love.

### Attention:—Parents

In this connection it might not be amiss to drop a word of warning right here to parents. The mouth, extremely sensitive, linked up with the physical passionate side of one's nature, when kissed stimulates and arouses these deep, slumbering powerful emotions. If the lips are very thin this shows that the emotional side of one's nature needs development. If, on the other hand, the lips are full, kissing should

be indulged in to only a slight extent, as the emotions and passions are well developed and should be under control.

# NOTES

# CHAPTER XVI

# THE CHIN AND JAWS*

## Broad, Square Jaw

The broad, square jaw (Fig. 6) denotes a combative disposition. This will be enhanced, for example, if the head is wide just over and back of the ears; it will be tempered if the head is narrow.

## Angular Jaw

The master of the angular jaw (Fig. 20) with a decided bulge under the lobe of the ear, will stick to things even against his own best interests.

## Rounded Jaw

The jaw that is rounded or curved at the angle is good natured, but soft.

## Loose Jaw

The loose jaw indicates lack of stability, and is very weak.

*See also Figure 94.

## THE CHIN

While the mouth is a barometer of acquired physical tendencies the chin is an index of inherited physical tendencies.

### Round Chin

The round chin indicates artistic tendencies. In the undeveloped form, it is found often among Alimentives.

### Square Chin

The square chin is the "doer chin"—it is a feature of the man who "go-gets-'em." He is strong, courageous, determined.

### Oval Chin

The oval chin is half-way between the round chin and the square. It is the balanced chin—neither too aggressive nor too backward about putting itself forward.

### Pointed Chin

The pointed chin indicates extreme weakness. When this chin is extended to a very great degree it is a sign of an avaricious na-

ture. This will be minimized, however, if backed up by good mentality and a good development of the front top-head region.

### Prominent Chin

A full, prominent chin denotes good heart action and consequently good circulation.

### Fleshy Chin

A fleshy chin is a sign of love of ease and may indicate a sensual nature. But, be careful to check up the mouth, nose, eyes and nape of the neck.

### Double Chin

A double chin denotes the lover of good, rich food—and plenty of it.

### Dimpled Chin

The dimpled chin on a woman indicates a coquette, or rather one who can easily make friends with the opposite sex. On a man it indicates a desire to appear to good advantage before the public. Brunetness reduces this tendency while blondness accentuates it.

# NOTES

## CHAPTER XVII
## BRAIN ANATOMY

You have doubtless noticed that most railroad time tables have maps showing where the various towns and cities are located along their lines. Most of the cities you probably were familiar with, but there were some you were not sure about. The map gave you a picture of the anatomy of that particular railway system.

To the average person a chart of a human brain is about as familiar as a map of Mesopotamia. The chances are that more people know what the latter place looks like than the former, because in the more or less distant past, their teachers have made them look at all the maps in their big geography books, but never showed them what their "think tank" looked like.

Brain anatomy, for purposes of Character Analysis, is not a topographical chart of all the bumps, the hills, and the dales on the cranial hemisphere. It furnishes means of knowing the various divisions or areas of the brain from the standpoint of Character Analysis.

## Origin of the Science

It will not be amiss here to speak a word about the original, growth and evolution of this science. Character Analysis would not have arrived at its present stage of evolution had not Dr. Gall, a Vienna physician and scientist, been not only very observing and curious, but persistent and painstaking, as well. While at college, he saw that certain students could recite their lessons better and more easily than others. Upon examining and comparing these, he found that although they all appeared different, still there was one trait or characteristic which was common to all. No matter if they were tall or short, thin or fat, blond or brunet, each one had more or less prominent eyes.

At that particular time, however, he was not interested in Character Analysis, and the magnitude and importance of his startling discovery, did not dawn upon him until some years later, when he took up definite study and investigation of the subject. Then this material which he had pigeon-holed in his brain was brought to the light, and he recognized in the prominent eye, the indication of a command of language.

### Work of Dr. Gall

In his endeavor to chart the brain he examined thousands and thousands of people in hospitals, insane asylums, public and private institutions with the thoroughness of an exacting scientist. He bought hundreds of skulls and made plaster casts of those he could not buy. In 1808 he presented his findings to the Institute of France. He suffered the fate of all pioneers. His report was turned over to another physician to investigate. The result was that conservatism won, and Dr. Gall and his work were not only discredited but given a serious set-back.

### Work of Dr. Broca

Curiously enough, the medical profession very innocently endorsed part of Dr. Gall's work. A Dr. Broca, who had been investigating the brain, found that in a certain region of a particular convolution, there was a definite center or area which controlled speech. This is back of the eye, and, when well developed, pushes the eyeball downward and outward, thus making it prominent. One of his patients who had not been able to speak for

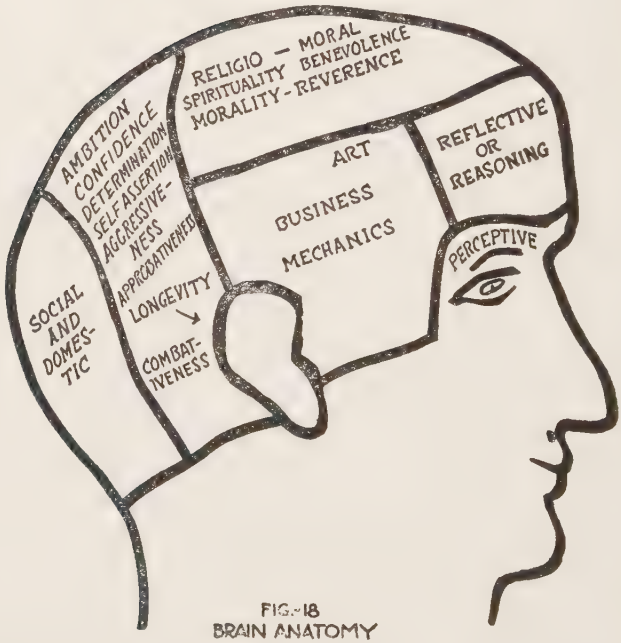



FIG. 18
BRAIN ANATOMY

This chart is a general key-board of the brain—a short, simple, direct, descriptive outline of various groups of traits making up the human personality. When a certain section or sections are overdeveloped the corresponding traits are more strongly pronounced. Study the chart.

over twenty years had died. Upon operating, Dr. Broca found that this particular area of the brain had been eaten away by disease, while the rest remained intact. As a result of this investigation, the medical profession now term this area Broca's Convolution, although Gall discovered its significance years before.

### Center of Speech

It is situated above the posterior portion of the thin super-orbital plate which forms a roof over the eye. Growth of this center, therefore, creates a pressure on this thin super-orbital plate, causing it to press the eye downward and outward, making the lower eyelid prominent.

As the use of this convolution enlarges the brain, so are all the other areas of the brain enlarged by thinking—use, and as the convolutions of the brain take on their shape by thinking—by use—the cranium is developed. For instance, a man who has great determination, will-power, ambition and grit to hang on, by such thinking develops a convolution in the back top-head region of his brain, which in turn makes the skull larger, showing the use or exercise of the convolutions below.

Charlatans had misused these scientific laws, bringing them into disrepute, and the conservative, scientific world had, in its ignorance, given the movement a set-back, yet it was only temporary. The charlatan has been driven out, while science and business are now recognizing the value and importance of this study. It is now coming into its own.

In studying how to read people at sight, we are interested in knowing how to read people if necessary at a glance. This means that we need a set of simple, easy, practical, readily-usable rules that can be applied instantly. For this reason we divide the surface of the brain into six general divisions or areas (Fig. 18) representing the following qualities, namely, the observational, the reasoning, the spiritual, the self-assertive, the social, the self-protective.

1. Observational Qualities:

The Observational qualities are indicated by a prominent or bulging brow. The convex forehead falls into this classification. (See Chart No. 16.)

The man with strong observational qualities "sees everything." He is practical, believes in

learning by experience. His judgment is therefore, based not on theory—but on experience.

The scientist bases his theories, his laws, his findings, upon his observations. He must, therefore, have a capacity to see and observe all things relating to his science or his particular problem, in order to pass judgment or formulate new rules and regulations. Darwin was a good example of the scientist at his best.

The person who is flat over the eyes lacks judgment. But before coming to an opinion here, be sure to examine the forehead closely. The observational qualities are supposed to bulge out over the eyes. A forehead may appear flat over the eyes, and, if you do not look closely, you will probably say the man lacked judgment. If the forehead presents a more or less perpendicular appearance a development of the reasoning qualities is revealed. Now look at the brow. If it overhangs the eyes we have a combination of the observational and reasoning qualities—the man who combines the theoretical with the practical. On the other hand, if there is no bulge over the eyes and the forehead is flat over the eyes it is an

indication that the Reasoning qualities are developed.

2. **Reasoning Qualities:**

The man who reasons, theorizes, thinks things out, has a development of the upper forehead, which brings this region more or less in line with the lower portion and gives the forehead a certain flat appearance above the brows. (See Chart No. 28.)

This man is the philosopher, the student, the reasoner. Whereas the man with observational qualities strongly developed is interested in facts, and the practical aspect of things, the man with reasoning qualities well developed wants to know "the why," the theory back of things presented to him. He lives in the inner, mental kingdom, whereas the former is an active figure in the outer, material world.

This type of individual is very often of the Mental temperament—either pure Mental or qualifiedly so.

This man's main diet consists of books or problems he can theorize over. He makes a good chess player and fits into the business world where reasoning ability is required. He is in his element when surrounded by books.

If his head is reasonably wide, he will have the necessary energy to put his theories into practice. If extremely wide, he will be pugnacious and even destructive. If the forehead, however, is narrow, he will have a mild disposition.

3. **Spiritual Qualities:**

The man whose head is rounded up in a dome is always asking himself the question, "Is this right or is it wrong?" He has a high sense of moral responsibility and the ethical, and spiritual side of everything is his first consideration. (See Chart No. 35.)

This man's head appears high and dome-shaped both from the front and side views. If rounded only in one direction, the head appears peak-shaped.

He makes the theologian, the publicist, the reformer.

4. **Self-Assertive Qualities:**

A person with these qualities well developed has a prominent development in the region of the crown. (See Chart Nos. 18, 26.)

The self-assertive qualities are especially necessary for those who appear before the pub-

lic. The person with this development not only has a desire for the limelight but is backed up by the firm determination to place himself in it. Deep down in his soul he has pounded the slogan "I CAN! I WILL!! PIKE'S PEAK OR BUST!!!" This gives him the confidence needed for appearing before large groups of people.

5. Self-Defensive Qualities:

The man who has a good development of the side head has enough energy to take care of himself. (See Chart No. 35.) Teddy Roosevelt had more than enough of these qualities to take care of himself.

If exceedingly wide from temple to temple, the individual may be like an engine without a balance wheel, and may be destructive in his tendencies.

On the other hand the man who is narrow between the temples, is very meek, mild and even self-effacing. (See Chart Nos. 22, 33.) Rather than seek a scrap or even see one, he would walk blocks out of his way. He will try to win his way by means of tact and diplomacy rather than force, as in the case of the man with strong development of the side head.

The man with a good development of the side head is generally a good executive. (See Chart No. 35.) He is a builder, a constructor. If the width is at the lower part of the side head, the man will be mechanically inclined. (See Chart Nos. 18, 21.) If the width is at the top, then he will be idealistic or artistic. (See Chart No. 21.)

6. **Social Qualities:**

(See Chart Nos. 18, 23.)

These qualities are indicated in the back head region. If well developed, the individual is a lover of home, children, animals, friends and his country. He likes people, loves humanity and pours out his sympathy and love to all who come in contact with him.

He is, therefore, a social being and is especially adapted to deal with people either singly or in groups. In any capacity he can deal successfully with the public and would make a good head of a complaint bureau in any business organization.

A fullness or development of the top central portion of the back head indicates great love of home and country.

When this upper central, back-head region is flanked on both sides by a rounded-out contour, this individual is intensely loyal to his friends. If he has a wide head and a fullness above and behind the ears, he will fight for his friends. He will even deny himself just to help his friends.

When the lower central portion of the back head is well developed, it shows strong parental love. If overdeveloped, the parent will love the offspring more than the mate.

Flanking the lower portion of parental love on either side—a fullness here indicates constancy in affection, a strong love for one's mate. When very prominent, the love will be bestowed upon the mate alone—with comparatively none for the children.

Fullness at the nape of the neck indicates strong attraction for the opposite sex. When very full, it is a sign of gross sensuality.

# NOTES

## CHAPTER XVIII

## HEAD SHAPES

The shape of your head, whether it is long or short, wide or narrow, high or low—is revealing to the student of Character Analysis.

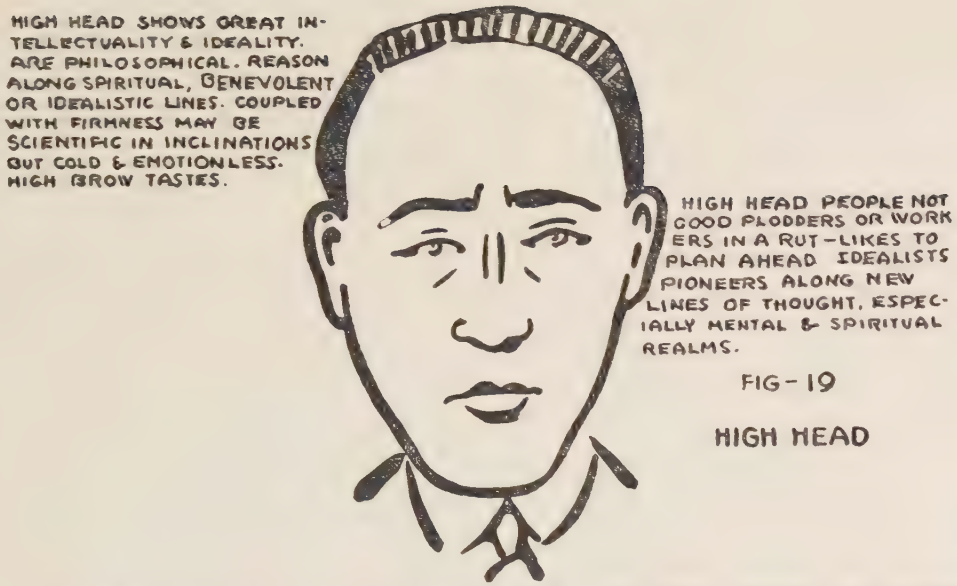
### The High Head

When looked at from the front, this type (Fig. 19) presents a certain highness of the upper part of the forehead, especially in the region of the temples.

This is the head of a reasoner, thinker, philosopher. When the front top-head region is also well developed you see a man who plans, reasons, thinks and philosophizes along religious or moral lines. Coupled with an idealistic tendency he is often the pioneer, the trail-blazer into new paths of spirituality and morality.

In work, he should not be tied down to routine, as he hates to be in a rut. What he likes is to see opportunity for advancement and improvement.

When the central portion of the back top-head region is well developed it shows firmness and turns this high-headed individual's thinking into scientific channels.




**Here we have pronounced development of the perceptive, reflective, and religio-moral regions showing a deep thinker along spiritual, moral or idealistic lines. This type especially if a brunet often pioneers along new spiritual lines. When crown of head is well developed he often inclines toward science. This type should never do routine work.**

When accompanied by a well developed crown he is apt to be domineering and egotistical.

### The Low Head

The first impression you get of this head (Fig. 20) is that the forehead is low, the temples are low, that the upper part of the face has not developed as fast as the lower. The eyes, therefore, seem high-set, the forehead very short while the lower portion of the face appears long.

While the high-headed individual (Fig 19) may very appropriately be called the "high brow", the low-headed person may reasonably be termed the "low brow." Lacking religio-moral development and the higher mental qualities, his thoughts and actions are along physical and material lines instead of intellectual and spiritual.

He is not idealistic. You have to appeal to his selfish materialistic side if you want to interest him in anything mental or spiritual. He lives in the realm of his senses and anything that will add to his comfort or pleasure receives his consideration.

The low head signifies comparative lack, of the reflective and religio-moral regions, thus making this type think and act along practical, materialistic, physical lines. "High-brow" subjects do not interest him at all. He is just the opposite of Figure 19. See also Figure 25.

All these various head shapes should be checked up with other features before the final reading is made and conclusions arrived at. As most people are a combination of two or more of these types, be sure to take time enough to work out all the elements in the combination.

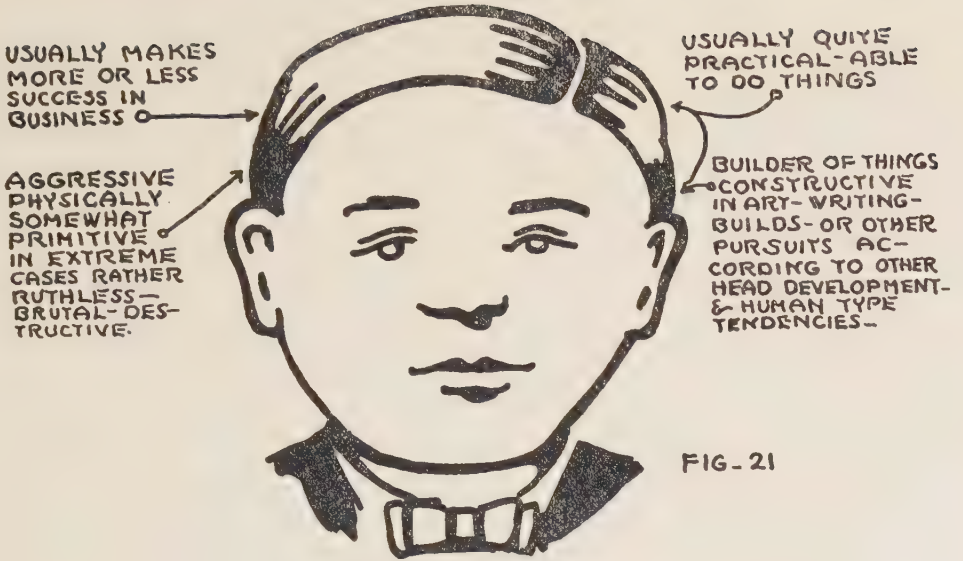
Take time also to determine what type predominates in the combination. After observing a number of cases you will soon be able to make your decisions rapidly.

### The Wide Head

This head (Fig. 21) is wide from side to side. This person has a lot of "steam in his boiler" —that is, when the width shows a good side head development.

He is practical and can be depended on to look out for No. 1. He generally has a strong physique and likes to give it plenty of exercise. He is always "doing something."

He is especially fitted to "do things" or to "get things done" as he puts his full energy into whatever he puts his shoulder to. He is industrious, aggressive and energitic, has a strong desire to accomplish things and also




## WIDE HEAD

This wide head indicates business and constructive ability. He will be aggressive but not so selfish and brutal as Figure 32, because forehead is higher. Always wants to be doing something.

to make money. He is willing—even glad—to accept responsibility.

He is naturally of a constructive or creative temperament. When the width is greatest at the top of the side head region he is inclined to be idealistic or artistic. When the width is most pronounced in the center of the side head region, then his energies will be turned to business. If the width is greatest at the lower portion of the side head, then he will show a partiality for things mechanical.

The extra wide head emphasizes these qualities. When the head is very wide—especially around the ears—then you will see an engine too powerful for its brakes. If accompanied by a low head, you have the case of a human engine with the "brake lining" burned out, a machine without a balance wheel, an individual living entirely on the physical plane of existence. In extreme cases such as this, he is apt to be destuctive, brutal, even savage.

### The Narrow Head

Physically and mentally this is just the opposite of the wide head. Lacking the side development so characteristic of the energetic wide head, we find the narrow headed individ-

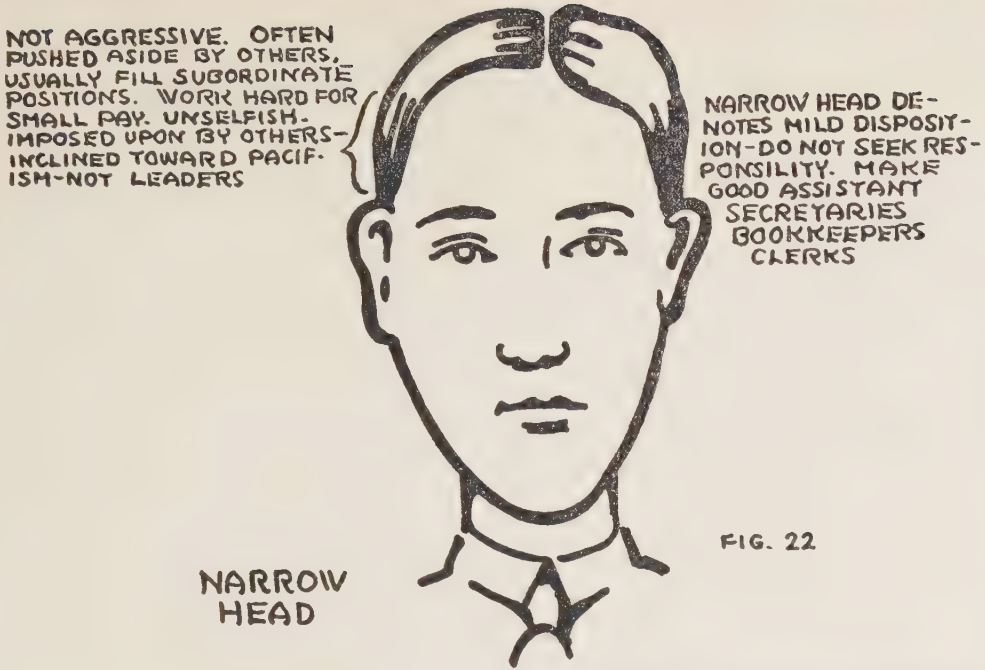



FIG. 22

Note the narrowness from ear to ear. Lacking aggressive energy this type endeavors to gain his ends through tact and diplomacy rather than force. If, however, crown of head and chin are well developed, then he will assert himself, if necessary. (Just the opposite of Fig. 21.)

ual (Fig. 22) mild instead of energetic, peaceable instead of aggressive, and tactful and diplomatic instead of forceful, blunt and outspoken.

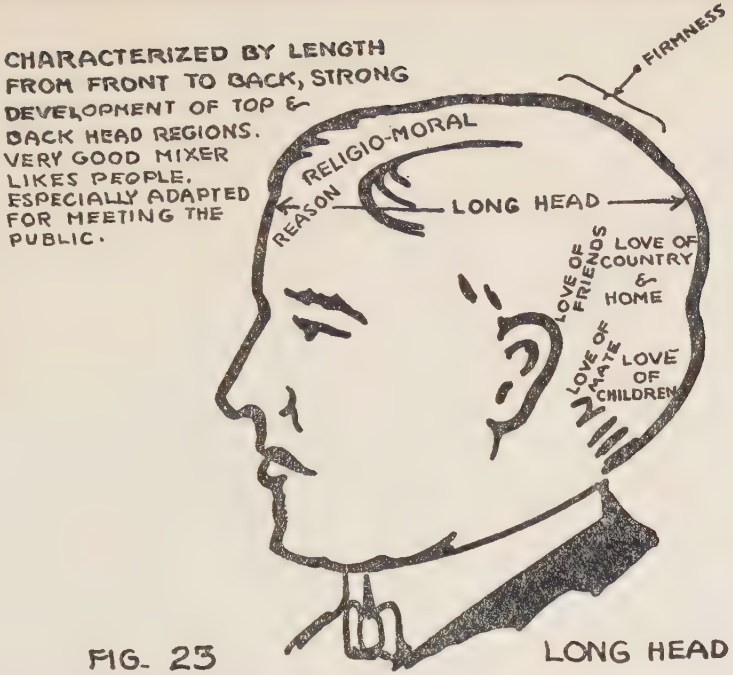
The wide-headed individual (Fig. 21) goes out after business while the narrow-headed salesman stays in the store or office and lets customers come to him. In most cases, he lacks sufficient selfish instinct, even to look after his own interests and, as a result, does not usually achieve the same success that he rightfully deserves.

He generally likes to side-step responsibility and this is always a big stumbling block to any man's progress. He endeavors to gain his point through persuasion rather than force. His meek, mild manner often makes a door mat of him whenever the real wide-headed person is around.

He makes a good secretary, clerk, bookkeeper, assistant, or indoor salesman in an established house.

### The Long Head

The long head (Fig. 23) is characterized by depth from front to back greater than the average. The person with a long head is a so-




Sociability is the key-note of this type. Top-head and back-head regions are both strongly developed—especially the latter. This type is particularly well fitted to deal with the public as he naturally likes people. He has a strong attachment for his home, his family, his friends and his country.

cial being, he likes people, is a good mixer, makes friends with comparative ease. He should be in a position where he can deal with the public. The fuller the back head region the more capable he is of dealing with the public.

He is generally a good reasoner but his judgment is often swayed by his feelings—especially if he has a strong back head development.

He commonly lacks that selfish point of view which is one of the necessary ingredients for success in the materialistic, commercial world of today. As a result, the typical long-headed individual is not the person to crowd his competitor to the wall and strangle him commercially, neither is he the man, who, having the upper hand in any situation, is going to press his point to the very last.

The length of the top head region gives him a good development of the religio-moral and the self-assertive traits.

In reading these head shapes the descriptions are general and are typical of the pure or uncombined types. First fix the pure types in mind then you will be able to see how the combinations modify your readings.

FIG 24 SHORT HEAD

This type is characterized by comparative shortness from front to back of head and lack of development of the back-head region. This type is not a mixer, dislikes meeting people and should not be placed in a position which entails his meeting or handling of the public. (Just the opposite of Fig. 23.)

The person with a long head would make good where he has to deal with the public, such as the vocation of preacher, lecturer, salesman, teacher, nurse, welfare worker or in any sphere where he can be of help to humanity.

### The Short Head

This head (Fig. 24) lacks depth from front to back in comparision with the width from side to side.

The individual with a short head dislikes people in general and social activities in particular. He lives unto himself and his own. His neighbor's interests are no concern of his.

He is not a mixer, not a social being as he lacks that innate understanding and love of human nature. He should not be in any work which involves his dealing with the public where success depends upon handling people tactfully and acquiring their good will.

If in charge of a gang of unskilled laborers he will be found running rough-shod over them regardless of their feelings. He bangs his way through regardless of others.

In business the man with the short head should never be placed in a position where he has to meet the public. He should be in a de-

partment where there is no chance to make public contacts.

Hundreds of concerns all over the country today are losing the good will and friendship of their cusomers—to say nothing of their trade—because they have people in their employ who meet the public and rub them the wrong way. They are ignorant of the first principles of character analysis.

Before passing judgment upon the short head be sure to compare its length with its width.

Compare with Figure 20 and also Figure 19. With the reflective and religio-moral regions but slightly developed this individual lives in the practical, materialistic, everyday world of today. Lacking vision, but having an abundance of energy, he is an industrious, plodding worker.

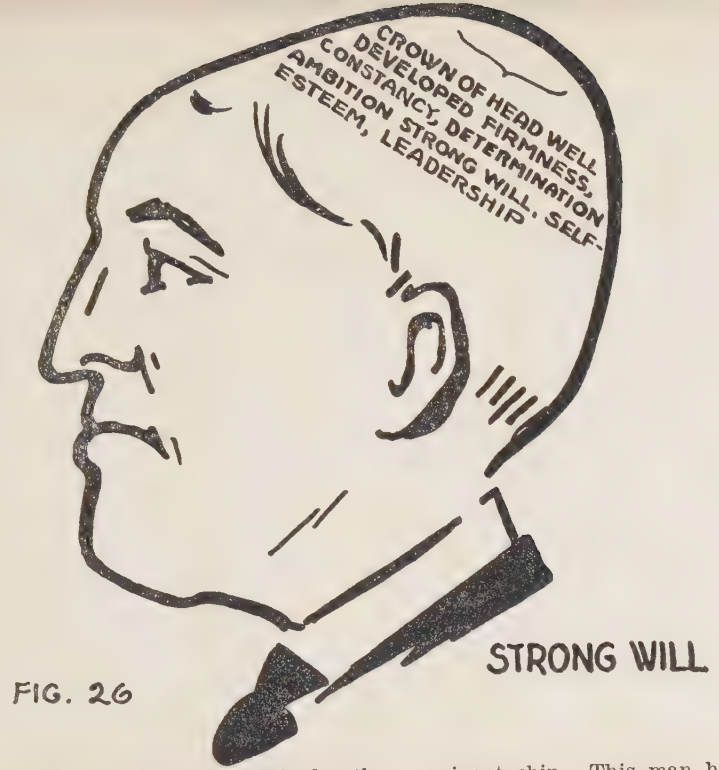
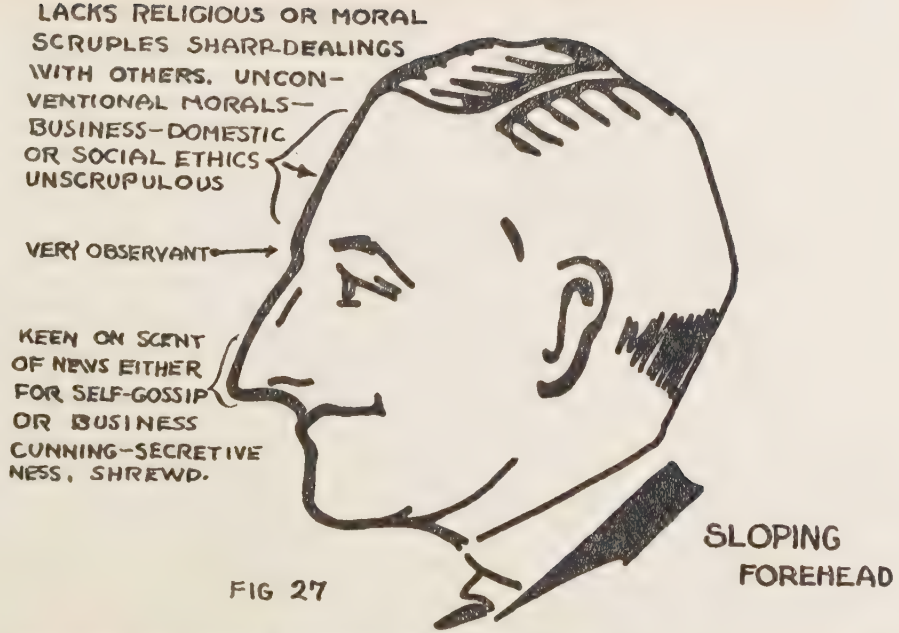



FIG. 26

Note the well-developed crown and also the prominent chin. This man has the will power and determination to achieve in spite of obstacles. When the crown is abnormally large it then indicates a domineering nature.




This pronounced slope of forehead is not to be confused with the typical convex. In this case the extreme slope cuts down to a minimum the front top-head religio-moral region thus inclining the individual to think and act without considering the spiritual, moral or ethical side of questions or situations.

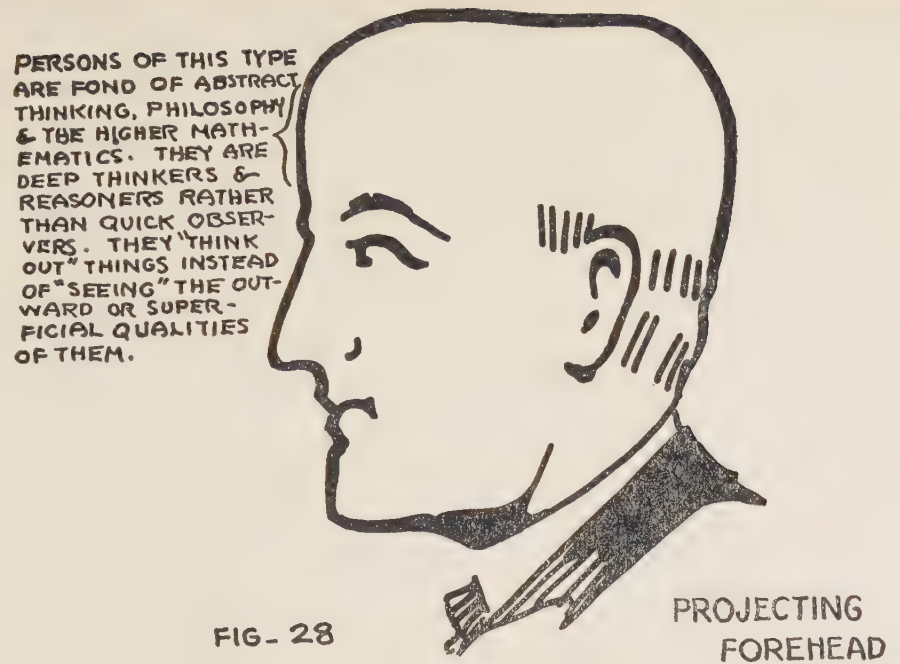
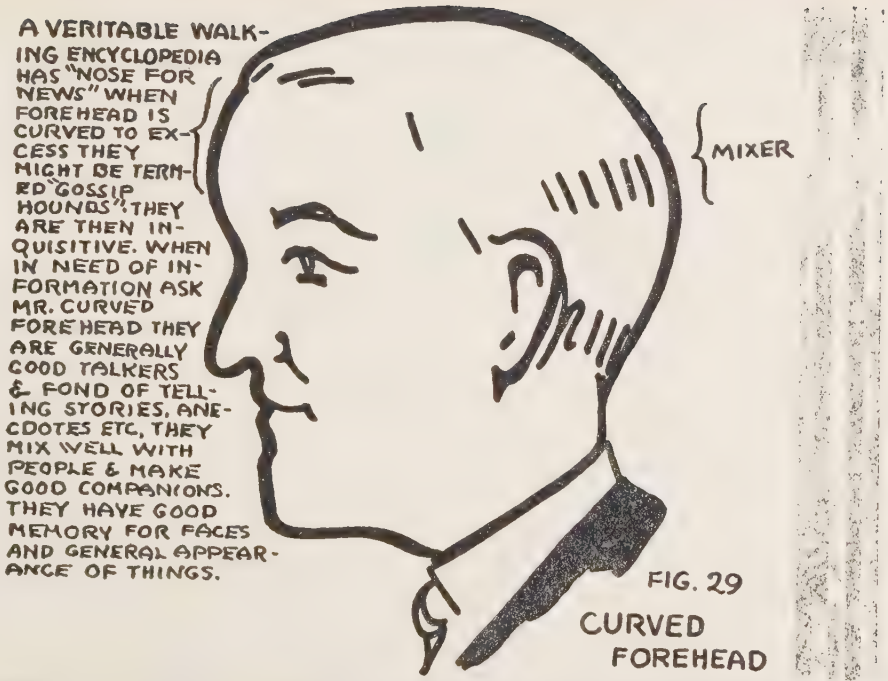



FIG. 28

This individual lives in the realm of thought—of abstract reasoning, of inner contemplation rather than outer realization. He is often given to "day dreaming."




Characterized by a general rounded out appearance of the forehead, especially in the center. People of this mold of head have remarkable ability to recall events and incidents. When center of forehead is very prominent this trait has a tendency to run into gossip.

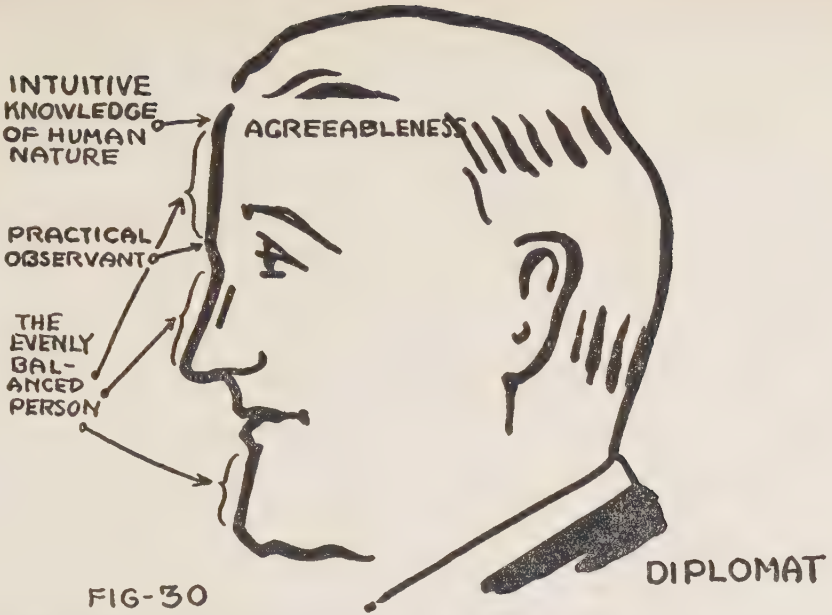
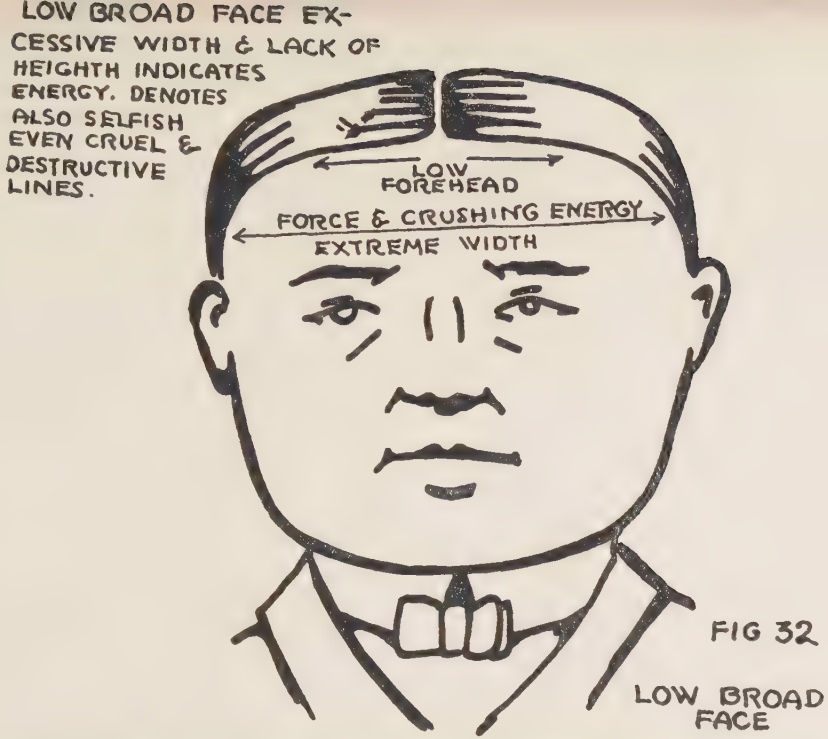


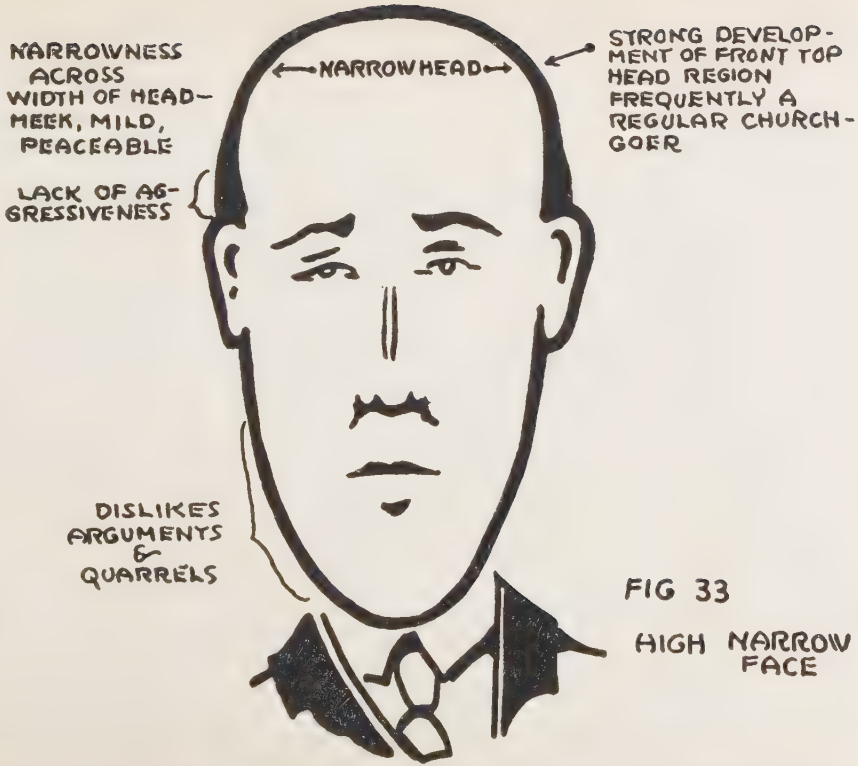

FIG-30

Note the rounded-out fullness of the upper portion of the forehead near the hair line at the center and to the side. This indicates an intuitive knowledge of human nature and the agreeableness so essential to a diplomat. Prominent perceptives make him practical in his thinking. Back crown development makes him stick, in the face of apparent defeat.

When this type has a convex or out-curving forehead he will be a quick thinker along practical lines. When forehead is concave or incurvate he will be a slow thinker along theoretical lines.




Excessive width without proportionate height of forehead denotes powerful human dynamo transforming energy into physical, even selfish, cruel, destructive channels without the restraining, uplifting religio-moral influence.




Strong front top-head region indicates strong religio-moral tendencies. Narrowness

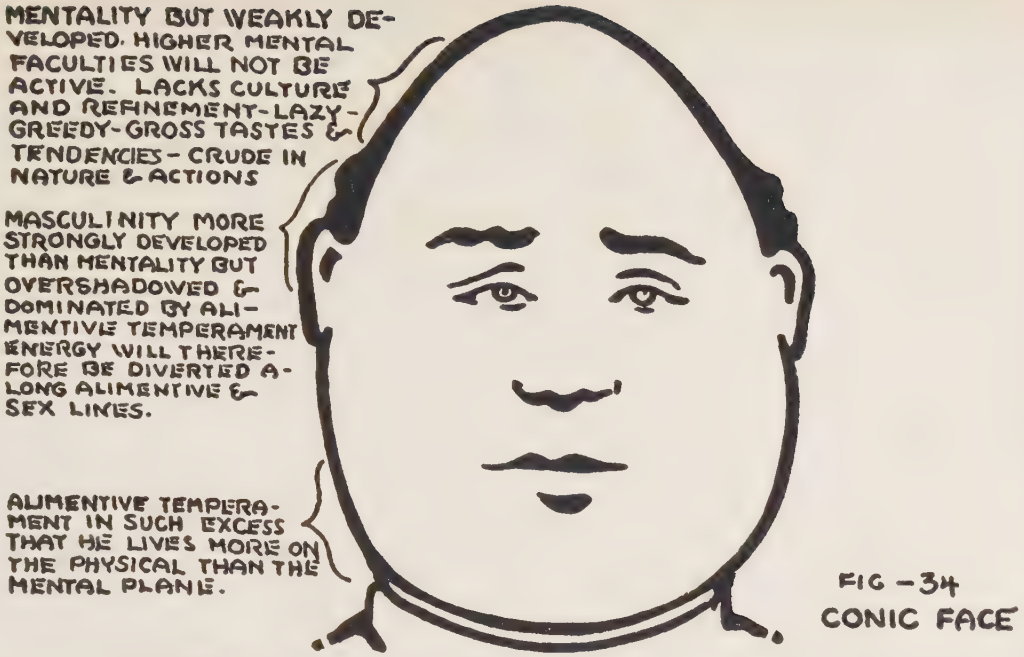



FIG - 34
CONIC FACE

Just the opposite—almost—of the triangular mental face (see Figure 31). In the conic face the greatest development is in the lower section; the least in the upper or mental region. Mentality is but weakly developed. Muscularity and Alimentive tendencies are in the ascendancy with the latter—in its grosser aspect—dominating. This individual lives on the physical plane.

Here we see a combination of the Mental, in the well developed forehead, the Muscular, in the side-head development, and the Alimentive type, in the full, rounded out lower face. This type has the Mentality to plan, the Muscularity to accomplish, the Alimentiveness to handle others.

# NOTES

## CHAPTER XIX

## CONSISTENCY

Here we consider the relative firmness, softness, or elasticity of a person's character as reflected in the comparative hardness, softness, or elasticity of an individual's tissues.

While science has not definitely linked up a mathematically exact, correlation between the consistency of tissue in the hand, for example, and that in the brain and nervous system, there is a logical connection. When the little one-celled amoeba wants to multiply itself, or reproduce, there appears in its circumference a tiny indentation or tightening across the center from side to side. This frail band becomes more and more noticeable as time passes until finally, under the microscope, what was a single amoeba are now revealed as Siamese Twins, connected by a short filament which has so far withstood the severing shears of evolution. They are, however, Siamese Twins for but a short time, as evolution is never stationary. The twins are finally separated so that there are now two amoebae instead of one.

Such is the law of life in the realm of the amoeba.

### The Original Sense Organ

The skin is said to be the original sense organ. In the process of evolution there appeared a constriction in the skin which grew deeper and deeper with time until it formed a definite channel. This, in turn, became circular in form until it finally formed a tube and became separated from the outer skin. This tube composing the canal in the spinal cord formed the beginning of the nervous system.

We can now see more readily the bridge linking up the outer tissues with the inner nervous and brain tissues. It is, therefore, logical to say that the consistency of, for example, the tissues of the hand, is reflected in the nervous system or vice versa.

### Five Types of Consistency

There are five types of texture—hard, firm, elastic, soft and flabby. They are best recognized and discovered by either shaking the person's hand or pressing an individual's skin.

### Hard Consistency

The man of hard consistency has hands as "hard as rocks." While he has the endurance of the Rock of Gibraltar and the energy of a Niagara, his hardness of heart, his narrow-minded, miserly, and, at times, cruel disposition, make him the original "Mr. Skin Flint". He is best typified in the picture of the relentless, tenacious, warrior Von Hindenburg. This man of hard consistency is like anything hard —unadaptable. He is so stiff and brittle he would break in the attempt to bend or compromise.

### Firm Consistency

The man with the firm consistency has a firm, steady hand-shake. His hand is firm—but not hard. It has a certain "give" to it, but is not soft. His body is generally well-proportioned, well-knit, and bespeaks physical strength and energy. His body, his walk, his gestures, the way he carries himself—all are signs of power. While he can be firm when he wants to be, he lacks that hardness, stiffness and hard-heartedness of the previously mentioned type.

Note the combination with this type to see the channel into which this energy is directed. If Mental, for example—then a thinker and a doer.

### Elastic Consistency

Then there is the man whose hand is like a rubber ball—it gives in a bit when pressure is applied, but rebounds to its normal size and shape when the pressure is removed. This is the elastic or adaptable man. There is a certain elasticity, resiliency, springiness in this man's make-up which enables him easily to fit into situations and meet varying conditions. He is the "born diplomat" and harmonizer. He has plenty of energy, life and vigor. After strenuous exercise, or a long illness he will "come back", recuperate quickly.

### Soft Consistency

Soft consistency characterizes the man raised under more or less artificial or sheltered conditions like the hot-house plant. He is easily influenced by outside conditions. He does not like manual labor—his hands are too soft and he lacks the necessary energy. Lacking positive, aggressive vigor, he is often vacil-

lating, undecided. He is not made for hard work or to endure hardships. He needs to build up more energy, determination and a sturdier physique.

There is also another type of the soft hand and that is the one which has been mellowed and softened with the passing of years. Life's hard battles have given way to days of comfort, rest, ease, and peace of mind and body.

### Flabby Consistency

The flabby hand is the putty hand, it sinks in without offering the slighest resistance. Its master is an idle dreamer, too lazy to make his dreams come true. He likes the luxuries of life, but would rather live in squalor and poverty than to exert himself to get them. Sometimes in his desire to get these things without effort he resorts to trickery.

# NOTES

## CHAPTER XX

## FLEXIBILITY

The flexibility or adaptability of an individual may be ascertained by means of the handshake and the thumb.

In shaking an individual's hand, you will at once note the consistency. If it be hard, you will find an unbending nature. The man of firm consistency will fit into situations, but will stand his ground when occasion arises. The elastic individual is adaptable, being able to adjust himself to any condition. When the pressure is removed, however, he will resume his original position. The person of soft consistency is adaptable to the extent of being more or less impressionable. It takes longer for the person of soft consistency to get back to normal than it does the elastic. The flabby individual offers no resistance whatever to outside influence. He is like putty. His adaptability is all one way as it takes him a long time to get back to normal.

Flexibility is also shown in the thumb. The thumb which will not budge, shows a resisting, unadaptable nature. The possessor of a thumb

which bends up to a certain point and then remains set will give in to a degree. Beyond that, however, he will hold his ground. The thumb which bends comparatively easily is very flexible. It denotes a person who is easy going, adaptable and generous.

While on the subject of adaptability, it should be noted here that—everything else taken into consideration, blonds are more adaptable than brunets. Of the five types, the pure Osseous is the least flexible.

Flexibility is also shown in the fingers. A flexible nature is indicated by fingers which bend backward when pressure is applied at the tips. An inflexible, unbending nature is reflected in fingers stiff as a board and which absolutely refuse to bend backward.

Before passing final judgment, see if the individual is a Thoracic, a blond or has a waist-shaped thumb. Any one of these will modify your findings otherwise to a certain degree.

# NOTES

# CHAPTER XXI

# TEXTURE

## Texture Divides Man Into Classes

If you have ever been to college you will remember the host of fraternities and sororities there with their 57—and then some—varieties of Greek letter combinations. If you were a member of one, or if you visited any of them, you will remember that, although every member of each particular fraternity or sorority had his or her own individuality, and that no two were alike in appearance, that you felt there was something common to them all, something characteristic of all the members of that chapter. To those not fimilar with Character Analysis the recollection would probably remain an indefinite something which they might sense, but still not recognize.

To the student of Character Analysis, however, this is a definite something which all should know and understand. It constitutes the foundation stone of harmony —one of the essential ingredients of success. It is the fineness or coarseness of one's features—of the

skin, the hair, the feet, and the body in general. It is the texture of an individual.

### Likes and Dislikes

Although the members of a particular fraternity or sorority may all look different, there is, however, that one trait which is common to all, and that is texture. They all have about the same relative degree of fineness or coarseness of features. If they have not—and you will find some cases where there are wide divergencies in this particular trait—you will see a house divided against itself, a group with clashing interests and more or less lack of harmony, a collection of individuals—not a host of friends banded together by bonds of mutual likes and dislikes.

What is true of the college world is also true, in still larger measure, of the outside world of business, science, politics and society. Go to your refined, exclusive club, hotel, restaurant, or social gathering and see how the atmosphere of the place in reflected in the texture of the individuals present. To be sure you will find all kinds of types and profiles present, but when you observe their skin, their

hair, hands, feet and features you will see a natural fineness of outline and quality.

The texture of an individual has been shown to be a reliable index of the relative degree of inherent sensitiveness, refinement, quality and love of beauty he possesses. This is due to the fact that the skin was the original sense organ from which the others evolved. The skin, being the parent sense organ, and the others being more or less highly specialized skin cells, you can readily see how the texture of the skin and hair reflects the general quality, refinement and sensitiveness of an individual.

### Fine and Coarse Texture

According to texture, human nature is divided into two general groups—those who are "fine grained" and those who are coarse. Each group has a wide latitude.

### FINE TEXTURE

The man of extremely fine texture has very fine silken hair. Indeed, so fine is it that even the eyebrows are very delicate. If the individual happens to be a blond, the faint eyebrow may so blend in with the general color of the skin as to be hardly perceptible.

When you shake this man's hand you will notice that the skin on the back of his hand is thin as evidenced by the minute blood vessels seen beneath.

He may be a convex, plane, concave, convex-upper, concave-lower or vice versa in profile. No matter what his profile may be, the features of his face will be finely etched. No heavy, massive, coarse lines in this man's face.

His hands and feet are also daintily fashioned and are either smaller and more slender than usual or take on the appearance of the chubby, dimpled Alimentive hand and foot. In either case, both the wrist and ankle are narrow and smaller than usual.

### How to Sell the Man of Fine Texture

What kind of clothes will this man wear? That like attracts like is certainly true of this man. Being of fine texture himself, he naturally likes clothes of a fine quality and texture. The tailor who tries to sell him a suit with a coarse weave is wasting his breath. The suit must not only be of fine texture but must also be of a harmonious color and a suitable cut—not too extreme, nor too common.

The salesman who endeavors to sell this man underwear which scratches, might just as well fold up his order book and put away his pencil, as he will not make a sale if he pursues those tactics. His customer's skin is too sensitive for rough, coarse material. He must be shown a fabric smooth and soft to the touch.

The salesman should ever bear in mind that the fine textured individual is more interested in quality than quantity. He likes the finer fabrics, the better made articles of superior quality. On account of his sensitiveness, he is more particular about what he buys. He picks and chooses. If he cannot get just what he wants, or is unable to afford it, his lot is certainly no bed of roses. Since he always wants the best that money can buy, and his pocketbook does not always have the desired elasticity to meet the expensive demands made upon it, he is often made unhappy by having to forego some coveted luxury.

### What He Likes

The fine fibred individual, being sensitive to surroundings, likes a home reflecting harmony. In every detail it must spell comfort, refinement, beauty and elegance. The friends

he gathers about him are also "fine grained" and sensitive. While he is not the one who spends his summer week-ends hiking over the hills in an old suit and camping out away from the beaten paths, with the sky as a covering and terra firma as a spring mattress, he nevertheless, can do it occasionally when he has to.

### In Business

In business, this extremely fine individual should enjoy the same conditions that prevail in his home. He should deal with goods of fine texture and quality. His long suit is quality—not quantity.

### Modified by their Types

In taking the fine and the coarse person into consideration, you must realize that the traits ascribed to each will naturally be modified according to the type, or combination of types, he represents. Some types will accentuate these qualities, others will modify them, and in some instances they may be completely nullified. There are varying degrees of fineness and coarseness. Texture is but one of the features—we must not overlook anything.

## COARSE TEXTURE

The extremely coarse individual is built upon heavier, more massive lines than the extremely fine person. His skin is thick and has large pores instead of being thin and somewhat transparent. His hair is just the opposite of that found on the extremely fine textured man. It is coarse and is either straight and wiry or curly and crisp. It has enough body to it to make the eyebrows readily noticeable.

His hands and feet are larger, bulkier and rougher than those of the extremely fine person. His wrists and ankles are also larger. In fact all his features, instead of being finely etched, are large, rugged and indefinite in outline.

### How To Sell the Man of Coarse Texture

This is the man the tailor should show his coarse weave suits to. He is not interested in the fine textures. His idea of "the thing" in suits is a coarse weave. Very extreme and gaudy styles and exceedingly vivid colors appeal to him. Whether the suit fits perfectly or not is a matter of little or no consequence.

When it comes to selling the underwear that scratches, this is the person the salesman with

rough, hard, coarse goods should by all means approach. He doesn't care how much it scratches—his skin is thick enough not to mind it. We can see now why some people are called "thin-skinned" and others "thick-skinned".

This man lives more in the open whenever he has the chance and "roughing it" is his middle name. He does not stand on ceremony. He is rough and ready in manner. Forceful in his own speech, it takes an equally vigorous appeal from another to make an impression upon the extremely coarse individual.

### In Business

While the extremely sensitive person is found in occupations and professions requiring more delicacy than brawn, and where the surroundings are more or less sheltered and refined, as in music, literature, art, millinery, dry goods, jewelry and the handling and making of delicate scientific instruments, material, tools, and machinery, the extremely coarse person, on the other hand, likes to handle big, bulky, massive articles that will ship in carload lots, instead of small parcel post packages. He can work in smoky, dusty, dirty, grimy

surroundings and endure hardships with a smile.

### The Two Compared

While the extremely sensitive man is quick in his reactions, the extremely coarse man is much slower, and is not as easily upset by conditions and surroundings.

If he can get from life what he wants, the former, with his extravagant tastes, is apt to side with the classes, the latter will be found in the ranks of the radicals, and revolutionists, championing the cause of the masses.

We can therefore see how like attracts like and how a mixture of these two extremes is as impossible as a blend of oil and water. The extremely fine individual who cannot endure the comparatively harsh surroundings and hardships of the extremely coarse man, is no more a snob than the latter, who does not enjoy or appreciate the artistic, beautiful surroundings and atmosphere of the former. Each has his own particular sphere of activities, and each is expressing himself naturally, by instinctively gravitating in the direction of his particular traits and tendencies, and keeping away from his dislikes.

# NOTES

## CHAPTER XXII
## THE HAND-SHAKE

In Character Analysis we take advantage of every possible opportunity to get an accurate and comprehensive reading of an individual. We observe the color, type, profile and various features, and then make our deductions. There is, however, still another avenue of analysis which will bring fruitful results, and that is the hand-shake. It is custom universally observed and one that we can turn to good advantage.

### Different Kinds of Hand-shake

You doubtless recall some hand-shakes which gave you an instinctive warning to be on your guard, while others made you warm up and feel very friendly.

The hand-shake offers an opportunity to touch the skin of an individual and find out his relative fineness or coarseness of texture. It also gives you the chance to tell if he is of hard, firm, elastic, soft or flabby consistency. And last, but not least, the temperature of the hand will reveal to you—under normal circum-

stances—his physical condition and turn light upon some of his traits.

The hand-shake, however, is just one step in the process and should be checked up with other features because some people are able successfully to imitate a greeting they do not feel.

### The Texture

In shaking hands, the thumb rests on the back of the other person's hand. By casually, though slightly, rubbing the thumb over the back of the hand you can tell if its owner is of fine or coarse physical and moral texture. If he is of extremely fine texture, the blood vessels will show plainly on the back of the hand. (For a detailed description of texture you are referred to the chapter dealing on this particular subject.)

### The Consistency

When you grasp an individual's hand and clasp it in a hand-shake you can almost instantly tell its consistency—whether it is hard, firm, elastic, soft or flabby. The hard hand feels more like a board or rock, while the firm hand maintains its form without rigidity. The

elastic hand will give when pressure is applied, but will immediately rebound to its normal shape when released.

### The Soft Hand

The soft hand is more impressionable and takes a longer time to resume its original form, while the flabby hand offers no resistance and is like putty.

That "a cold hand means a warm heart" is an old saying we all have heard. Like all sayings—some contain truth, while others are grounded in ignorance and perpetuated for the same reason.

### The Cold Hand

The cold hand, when not caused by the weather, may result from nervousness, poor circulation, malnutrition, or a siege of illness which has lowered the vitality.

If the heart were on the job, the cold hand, instead of indicating a "warm heart", denotes a cold nature, lacking, in greater or less degree, the fire of enthusiasm, the power, and energy necessary to put things over with a bang.

This condition may be just temporary as, for example, when the warmth of the hand is

suddenly chilled by nervousness, worry or fear. In this case you can easily tell the cause by checking up the features of the face, the calm, quivering or distracted voice, and the gestures—if temporary or habitual. The characteristics of the cold hand are accentuated when the palm is moist or clammy.

The man who is cool, calm, collected—the individual you say is well-poised—usually has a cool—not cold—hand.

While the last named shows just a moderate activity of the circulatory system, the man with a normal circulation reflects this condition in the normal temperature of his hand, as well as the natural, frank, hearty, genial, yet not effusive personality he possesses.

### The Hot Hand

While the last type is the middle-of-the-road man, we go one step further and find the man of emotion, passion and ardor. This man has a hot hand, and if also moist, these qualities are intensified.

The temperature of the hand tells a story in itself. To be perfectly fair, however, you should see if the condition is temporary or permanent by checking up the various correlating

features. If, for example, it is the hot hand you are examining, and you find the lips are full, loose and formless, showing no compression and that there is also a very full development of the back of the head in the region of the nape of the neck, and in addition a sensual nose, you can say the condition is not temporary. On the other hand, if these traits and features are not manifested, then the hot hand is either the result of a fever, a momentary embarrassment, a fleeting excitement, or is an indication of a transient passion.

### The Insincere Hand-shake

At some formal gathering you have often had to endure the hand-shake of an individual who had that distant, "holier-than-thou" attitude. Do you remember how he took your hand in a high-brow fashion as though he were bored by the process and then quickly withdrew it, as though fearful of contamination? That is the handshake of the person, dubbed in social circles, the "climber". It indicates a blasé, selfish individual who has put the brakes on any expression of emotion which would open an avenue of approach for those not considered social equals. It is labelled a hand-

shake; it goes through all the emotions of a hand-shake, but the other person realizes and feels a barrier as definite and concrete as the Chinese wall itself.

It can also be the hand-shake of the individual who has the idea that the best way to make one's self appear big is to make the other person look small. This same hand-shake is a favorite pastime among those who live a life of artificiality.

### The Sincere Hand-shake

The man who is really glad to see you, who is sincere and whole-hearted in his welcome, will give you a warm-hearted, friendly, firm hand-shake with a noticeable even pressure of the thumb on the back of the hand. It is a natural hand-shake and, according to the circumstances, may or may not be a bit prolonged. If it is prolonged, it fits right in with the greeting and is not noticeable.

### Watch Out For This One

On the other hand, there is the person who, in shaking your hand, will prolong it with a clinging grasp of which you are conscious. The longer this individual holds on to your

hand, the more you want to watch out. He has dubious stock he wants to sell you, or some favor he wants granted—in any event he has "something up his sleeve", so keep your eyes and ears open. His effusive, over-demonstrative greeting is sham, unless he happens to be a close friend, or one of the family. Of course the lovers' lingering locking of hands is not to be classed with the former. They generally have no idea of time.

### The Secretive Hand-shake

The secretive individual as a rule offers only the tips of the fingers in shaking hands, instead of surrendering palm and fingers. This, however, is sometimes simulated by those who try to assume a social veneer by adopting certain eccentricities.

### The Lazy Hand-shake

Then there is the fellow who is lazy, indifferent and without ambition. When he shakes hands with you there is given the subtle impression of a certain dull, flabby, lifelessness. His hand-shake lacks character, individuality —it is colorless. This is not to be confused

with the conventional hand-shake which is characterized by a certain stiff reserve.

### The Bone Crusher

You have, to your sorrow, experienced the "bone-crusher" hand-shake of the human dynamo bubbling over with energy. This person is quite often of coarse texture and as evidenced in the vise-like grip he gives you lacks feeling for others.

Of course, in considering this feature of Character Analysis you will not forget to check up all other indications which may bear upon the traits in question. The last type may, upon examination, not be of coarse texture or of hard consistency. It might be the grip of the individual who wants to show how strong he is. Then, again, we put more ginger into a hand-shake when we are full of pep than when we are all fagged out or pessimistic.

Everything else taken into consideration, the lower the thumb rests upon the back of the hand during the hand-shake, the more liberal and generous the person will be, while just the opposite traits prevail if the thumb rests comparatively high on the back of the hand.

During the hand-shake you have a chance casually to give your friend the "once over". While at this close range, you can tell the color of his eyes, hair and skin more accurately. You can also check up on his profile and other features. Make the most of this opportunity.

# NOTES

## CHAPTER XXIII

## THE HAND*

By some authorities the hand has been termed the "second face". There are some who read character— or profess to read it— entirely by means of the hand. Curiously enough, you will notice that upon meeting you these students of character give you a more or less critical glance—not the vacant stare of idle contemplation, but the observant, analytical look of one checking up the findings of the hand with the features of the face and body.

There is a lot to justify this confidence that the hand betrays the character, but the same warning is given here as in the case of the eye, the nose, or any other single feature to which some individuals limit their entire character analysis. It is not fair to the individual being analyzed to limit his examination to just one feature. Disease, accident, or other unusual conditions may produce certain abnormal effects which would give the analyst an erroneous impression unless they were checked up with other features of the face and body. To be scientific and accurate, the whole individual

*See also Figures 103, 104, 105, 106, 107, 108.

FIG-35
SPATULATE HAND
FIG-37
SQUARE HAND
FIG-36
ELEMENTARY HAND

must be taken into consideration—not just a fragment.

Take, for example, the case of the professional handball player's hand. The game of handball is played with a solid ball which is as hard as a baseball or golf ball. The ball is so hard that a handball court is usually fronted or surrounded with concrete walls to withstand the force and drive of this compact missile. Imagine hitting this ball with bare hands! What will be the result from continued playing of this game? Well, no matter if you have protective pads of flesh over your palms or not, they will become red, inflamed, swollen. If the game is indulged in while the bones of the hands and fingers are still plastic, the joints of the hand will become more prominent than they otherwise would be and the fingers may become a trifle irregular in outline from long continued hitting a ball as hard as a rock.

The individual analyzing this particular person from the hand alone would probably flatter him in one instance and do him a grave injustice in another, if the rest of the body were not taken into consideration.

This is an exceptional case and is not to be used in minimizing the value and importance of the hand as a character index, but is given to show the absolute necessity of analyzing all features—not just one.

So many authorities have studied the hand as something distinct and apart from the rest of the body without linking it up with any particular body types, that we shall give you a summary of their findings and also give a description of the hands generally found in conjunction with the various types.

### Elementary Hand

The elementary hand (Fig. 36) is the primitive hand. Its owner is not far removed from the animal kingdom. This hand is seen in savage and barbaric tribes and among peoples who have not advanced very far in the scale of human progress.

The hand gives you the impression of immaturity, or arrested growth as though the Divine Sculptor had been called away before he had finished his job. The thumb is short, clubby lowset; the fingers are short, stiff and lack distinctive tips; the palm is broad, thick

and very hard, not from toil, but from natural coarseness.

This is the hand of the unskilled manual laborer who is contented if he makes just enough to feed, clothe and shelter himself. Psychology, Character Analysis or anything that that would make him use his brain to better himself have absolutely no appeal, so far as he is concerned. He has a one-cylinder "think tank," which for lack of use is generally more or less rusty.

He lives entirely on the physical or emotional plane and as he has no control over his emotions quite often manifests a violent temper. He lacks enthusiasm and is of a sluggish nature. Lacking ambition he helps fill the ranks of calamity howlers and of those who continually deplore hard times.

### The Square Hand

As its name indicates, this hand (Fig. 37) gives you the impression of squareness in its outline. The palm appears square, the finger tips more or less square—the whole hand seems to be built on the lines of the square.

This has been termed the useful or practical hand. The owner is interested in facts—not

theories. He gets things done while the other fellow is thinking about it. His fingers are generally short, revealing a dislike for details but a great capacity for planning and looking at things in their entirety. He is a generalizer —not a specializer.

He maps out his own course of action—and it's a strenuous one—and he expects his employees to keep pace with him. If his path is blocked he won't sit down and wait for developments but will plough through or around and reach his goal just as if there had been no blockade. His strong determination may, on occasion, turn into stubborn obstinacy if the thumb is extra well developed and the first joint stiff.

### The Spatulate Hand

This may be said to be more or less of a square hand geared up high. It lacks the regularity of outline, however, of the former. What characterizes this hand more than anything else are the paddle-shaped, spatulate finger tips. Here we see a certain flattening-out of the fingers at the tip (Fig. 39) in the shape of the spatula used by chemists.

This is the active hand. The owner likes

activity, change, travel. He seems to be untiring in his energy. He is creative, original, independent in his thinking. He makes his way by virtue of his unceasing activity, his originality, and his confidence. The widow or orphan with a spatulate hand has the energy and determination—everything else considered—to go out into the world and win a good living.

### The Knotty Hand

This hand is characterized by the knotty appearance (Fig. 39) of the finger joints. It is more or less thin, angular and bony. The ancient Greeks noticed that the hands of philosophers and those philosophically inclined were of this type.

People with knotty hands are greatly given to reasoning things out or to philosophizing. They are generally short on physical activity but they more than make up for this in mental activity. Reason, not emotion, influences their judgment. They are very studious. When the fingers are long they will study and analyze a subject down to the last detail.

This hand is found in combination with other types. For example, you will often see

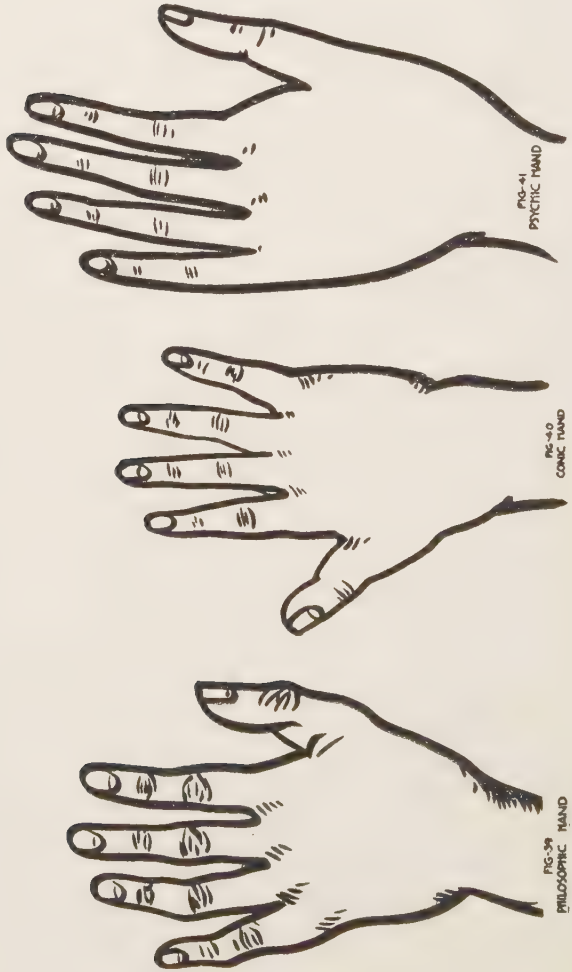


FIG-41
PSYCHIC HAND
FIG-40
CONIC HAND
FIG-39
PHILOSOPHIC HAND

knotty fingers on a square hand. This would make his reasoning and theorizing more practical. Besides this, the energy of the square hand would put the plans of its owner into practice instead of just letting dust accumulate upon them.

The knotty fingers also appear in combination with the Mental type of hand. The profile of the face in these cases is often concave.

### The Conic Hand

With a comparatively broad base to the hand there is a gradual tapering noticeable clear to the tips of the fingers which are more or less conical or pointed. Pretty to look at, this hand (Fig. 40) denotes an individual who has an appreciation for things artistic.

It has been called the artistic hand and its analysis has led to some confusion upon the part of those who have not made a deep study of the hands. It was once thought that the conic and the psychic hands were those of the artist. The conic hand may create art but in most cases it evidences whatever tendency it may have along this line in the form of passive or active appreciation rather than in patient, persistent, energetic creation. Emo-

tional, susceptible to outside impressions, the individual with the typical conic hand gets more "kick" out of seeing a wonderful picture, hearing an opera or viewing a beautiful bit of sculpture than he would if he were to harness his own talents to his own creative dynamo. This is because his hand is usually soft and fleshy. If, however, his hand is firm and his thumb fairly well developed, he may turn this artistic temperament from mere passive appreciation into active creation.

### The Psychic Hand

This (Fig. 41) is the "hand beautiful"—but not the hand useful. Dainty, delicate frail, it is conceded to be the most beautiful hand of all. It is of the hot-house variety—it cannot weather the storms of the every-day out-of-door world.

Unless born with a silver spoon in his mouth, the individual with this hand will find the road of life a mighty rough and bumpy one. He lives in the clouds of ideality and lacks the practical perspective to adjust himself successfully to the practical affairs of the day. His hands were not made for hard physical toil, therefore he has to depend mostly upon

his brain for a living. He may, however, create something with his brain, but, lacking practical experience in selling it to the world, he may end by virtually starving in the garret.

His constitution, in most cases, is as frail as his hands, thus making his struggle to eke out an existence all the more of a problem for him.

### The Alimentive Hand

Like a baby's hand it (Fig. 2B) is short, thick, fat, pudgy, with dimples where the knuckles ought to show.

This hand indicates a love of ease, comfort, pleasure and plenty of good things to eat. Its possessor is generally easy-going, agreeable, sociable and jolly, but can—if he has a well-developed thumb, somewhat stiff at the nail joint—become very firm, exacting and positive if need be. This man would rather boss others than do the job himself.

### The Thoracic Hand

This hand (Fig. 4B) is more slender and firm than the conic hand which it resembles slightly. It has tapering fingers, terminating in oval, pink nails and a thinner skin than

other types, thus making the hand appear pink tinted.

It differs from the conic, in that it indicates energy, more activity, more firmness and aggressiveness. The owner of this hand likes activity, thrills, excitement, variety. This hand is found on the extreme Thoracic but not always on those less definitely and strongly of this type.

Hands are in many cases combinations of types. If you are confused in your reading of the body types, check up on the hands and you will be able to tell the different types in that particular combination, or if you are at all confused about the hand go back to your body types and carefully observe all the indications. Combining both readings you will be able to determine the relative importance of the various types making up that specific personality.

### The Muscular Hand

There are two types of the Muscular hand. They have already been described under the captions, **square hand** (Fig. 37) and **spatulate hand** (Fig. 38). Both of these hands accom-

plish things. They are the busy, useful hands of the human race—always doing something.

These are the hands that convert artistic appreciation into real, worth-while artistic creation. They have the power and the energy to chisel their dreams into marble, spread them out upon canvas or hammer them out in bold relief in metal.

If you want things done—give the job to a Muscular, and then forget all about it. He will be through before you know it—he puts so much energy into everything he does. His middle name is "Practicality." (See also Fig. 6B.)

### The Osseous Hand

This hand (Fig. 8B) is oblong in outline, has square bones, knotty joints, longer fingers than the Muscular, a long bony thumb, and thick flat nails. The impression you get of this hand from every angle is that it is bony—very bony.

At first glance the knotty or philosophical hand is sometimes mistaken for the Osseous. There is a difference, however. The impression you get of the philosophical hand is that the joints are knotty. The rest of the hand does not, however, register in your mind the

same clear cut, definite, angular, bony picture that the Osseous hand presents. The philosophical fingers are found very often in combination with the square hand of the Muscular and the small hand of the Mental as well as the other types. The Osseous hand is not found in combination with other types as often as the philosophic.

The Osseous-handed man is not only slow changing his mind but also in changing anything about the home. He is systematic, methodical, dependable. Give him definite instructions about doing a thing and they are carried out to the dot. Disliking change, he is not very adaptable, but he is as constant, as faithful, as unchanging and enduring in the human family, as comparatively speaking, the Rock of Gibraltar.

He is especially adapted to work requiring little or no change.

### The Mental Hand

Everything about this hand (Fig. 10B) is small—small bones, comparatively small joints, small nails, little color in the hand. If a pure Mental, the hand will appear delicate,

the skin being very smooth. Knotty joints are often found on the Mental hand.

This is the hand of the thinker rather than the doer. He may think out things and express them on paper or by word of mouth, but when it comes to using his hands and body in strenuous physical exertion to express himself or accomplish his desires, he cannot stand the strain. His strong point is mental, not physical activity. He is the original book-worm of the race.

To take full advantage of his brain and nervous system, he should have a good education, otherwise he will, in nine cases out of ten, be a chronic misfit. He should harness up his "think-tank" in a way to make it pay him dividends. Stored with knowledge, his mind is an asset. Empty, it is all too frequently a liability.

### Combinations

Inasmuch as the pure body types are in the minority, you will find the same thing true in connection with the types of hands. Here you find combination upon combination. On one hand you might find each finger, for example, of an entirely different type. In such case

(Fig. 42) look at the body of the hand, or palm and note its shape and structure. That will give you the type which predominates in that particular instance. Variative fingered individuals are versatile, and many-sided in their natures.

FIG-42
MIXED HAND

But, as in all other localized readings, be sure to check up with all the other features before rendering your final report.

## Long and Short Fingers

Long fingers indicate a capacity for detail, while short fingers "see things en masse." The latter in business, for example, will create the

general policies of the concern and leave the details to the partner with long fingers. People with short fingers are impulsive, inspirational and intuitive, whereas those with long fingers are methodical and painstaking to the point often of becoming easily ruffled over small details and worrying about them.

### Sensitivity

Inside the tips of the fingers of some persons you will notice little pads or raised portions. The more prominent these are the more highly developed their sense of touch.

### The Dollar Giver

The liberal, generous man who cheerfully drops a dollar or a five-spot in the collection basket as it passes by, has a hand in which the thumb falls far away from the palm and the fingers stand out separately and distinctly.

Fingers far apart also denote independence of thought and action—one who thinks and acts for himself.

### The Nickel Pincher

The man who digs away down to the bottom of his pocket-book to find a nickel to drop in

the collection basket and who delays saying farewell to it as long as possible, has a hand in which the thumb clings closely to the palm and the fingers are very neighborly.

Certain occupations may, however, have the effect of drawing the fingers and thumb closer together. Before you pass final judgment upon this person, look at his front top-head. If this region is dome-shaped and well developed, he will be benevolently inclined and his hands therefore are not normal to his essential characteristics. If, however, this region of his head is not well developed, then the hands are normal and you have the man who likes to hold on to what he has.

# NOTES

# CHAPTER XXIV

# THE THUMB

The thumb is one of the milestones in man's evolution and subsequent progress. The development and use of his thumb are outstanding features he has acquired in the march of Civilization They characteristically set him off from his little furry, nut-eating, tree climbing ancestor.

## Evolution of Thumb

The new-born babe, whose powers to reason and decide are undeveloped, is found to hold its thumb in the palm of its hand, in the tight clasp of its fingers, having as little use for it as Mr. Prehistoric did. Idiots and imbeciles have short, rudimentary thumbs which are often folded inside the palms. The thumb is also known to "wilt" or collapse during an illness or condition affecting the will power, as for example, in the case of epilepsy, fainting, etc.

With the growth and development of the ability to reason and decide, the baby's inconspicuous, characterless thumb gradually assumes its rightful independence and natural form.

Some authorities say the thumb holds the same relative importance to the hand that the nose does to the face.

### The Three Phalanges

The thumb is composed of three phalanges or divisions, each governing a separate and distinct trait or sphere of ideas.

The tip of the thumb, at the nail, constitutes the first phalange and represents the will.

The second, or middle phalange, represents the reasoning or reflective qualities.

The base of the thumb is the third phalange and represents the amative or emotional nature. An over or under development of one of these phalanges denotes a corresponding excess of the particular trait it embodies or a deficiency.

### Firm-Jointed Thumb

Thumbs are either firm-jointed or supple-jointed. The firm-jointed thumb is characterized by a stiffness at the joints, an immovability, a lack of spring or give. It is as unbending as a poker.

This individual with whom it is found cannot be rushed. If he thinks some one is influencing him against his wishes, he will be just stubborn enough to call off negotiations. He lacks adaptability. If he is traveling on the train, a stranger who tries to scrape up an acquaintance with him, will have to go more than half way.

If he has an opinion, he will stand by it through thick and thin, especially when his opinion is being attacked. This will be especially true if the first phalange is extra well developed. If, however, the second phalange is well developed, he will reason the thing out and while he probably will not give in immediately if wrong, he will be more apt to change his mind than in the former instance.

This person is generally a good judge of values. He is not impulsive, thinks for himself,

and is generally not swayed by sentiment unless his thumb has a well rounded base. Whenever a proposition is presented to him, he will not accept it until he has had time to look it over.

There is another type of firm-jointed thumb which will when pressed, give to a certain extent, but beyond which it will not budge. It is then stiff-jointed like the other. This little "give" in it, denotes a certain elasticity or adaptability that the former lacked. Press your point with this man and he might yield up to a certain degree. If, however, you tried to push your case further, you would find him as unyielding as a stone wall.

In a crowd or miscellaneous gathering his adaptability would make it easier for him to mingle with people than it would for those of the first type. Nevertheless, if anybody tried to become too familiar with him, he would soon learn he was treading on dangerous ground. While he appears democratic, there is a certain wall of isolation he has built around himself, which no one can penetrate without his permission.

FIG-45
CLUBBED THUMB - VIOLENCE

FIG-44
STRONG WILL THUMB

FIG-43
WEAK WILL THUMB

### The Supple-Jointed Thumb

The supple-jointed individual, on the other hand, has a thumb which bends easily at the nail joint. He has, generally, a full development of the base of the thumb. He is of a kindly, sympathetic disposition and a hard luck story will move him every time.

Persons of his sort are adaptable, make friends easily, and are not naturally obstinate. They are generous—providing the thumb is reasonably far from the palm or body of the hand. A thumb cramped close to the palm on either a supple-jointed or firm-jointed hand is the sign of a stingy, miserly individual, who desires to grasp and hold all he has, while reaching out for more.

The supple-jointed people are social beings and because of their adaptability are good in dealing with the public, as they have the ability to fit into all situations and do not rub people the wrong way. If they find themselves to be on the wrong side of an argument, they readily change.

They are impulsive, acting to a great extent upon their feelings, especially if the third pha-

lange is well developed. When the second or middle phalange is well developed, they are more disposed than the average to reason things out.

### The Spendthrift Thumb

When the second, or lower joint of the thumb is supple we see the foregoing traits with the brakes off. Generosity now becomes extravagance. Here we have the spendthrift, the "good fellow" who scatters money like water. He buys what he wants or thinks he wants. Cost is of no consequence to him. The higher the price, the less time he gives to making his decision.

### The Clubbed Thumb

The clubbed thumb (Figure 45) is one that should be made known to all who intend to marry, because where recognized, it ought to be avoided. It is the sign of uncontrollable temper and has been termed the murderer's thumb. People having this thick, ill-fashioned, club-shaped thumb may appear to be calm, peaceable individuals but when occasion

arises they will fly into an ungovernable rage when, blinded by the anger of the instant, they may unconsciously resort to the frenzied violence of a wild man.

This thumb is generally found on the elementary hand, of a person ruled by passion, and not by reason. It should, however, be stated that this individual does not plan ahead to commit a certain act—his mentality is of too low an order.

### The Thumb of Reason and Will Power

The longer the thumb, the more it is ruled by reason and will power (Figure 44); while the shorter it is, the more important the role played by the emotions (Figure 43). When exceedingly short, brute passion reigns supreme and emotions operate without brakes.

### The Diplomatic Thumb

The waist-shaped thumb is characterized by a curving-in of the sides of the second, or middle phalange, giving it the drawn-in effect of a waist. Where found its owner instead of depending upon blunt argument, or logic to win

his point, will use tact and diplomacy. Instead of rubbing the fur the wrong way by presenting logical proof which may be distasteful to the other person, he will very adroitly ignore that phase of the subject, and tactfully work his way around to the same conclusion, but by a more agreeable path.

# NOTES

## CHAPTER XXV

## THE FINGERS

In the normal, natural hand the first finger is flush with the root of the nail on the second finger. The tip of the third finger reaches halfway up the nail of the second finger while the fourth, or little finger, ends opposite the nail joint of the third finger. These lengths are all relative and imply taking the second finger as the standard of comparison. How long should this second finger be on a normal hand? The knuckle at the base of this finger should be just half the distance from the wrist to the tip of the second finger.

In judging the length of the fingers, first see if the second finger be normal. If normal, then the other fingers can be compared according to the above stated scale. If the second finger is longer or shorter than normal, you can easily judge what it should be and then make your comparisons as outlined above.

In studying the fingers separately, take note that the longer a particular finger is, the more

strongly it indicates the traits and tendencies ascribed to it. The shorter the fingers, the more weakly are the specific characteristics manifested.

### The First Finger

This is considered the finger of ambition. It is the finger of a leader not of a follower. The longer this finger, the more ambitious its master and his leadership will be all the more powerful. If extremely long, then you may look to see him not only dictatorial but tyrannical as well. The husband who has a wife with an extremely long first finger, has to walk the chalk line more than once. There's no mistaking the boss in that family.

When the first finger is shorter than normal, the individual is apt to stay in a rut because he lacks necessary ambition and makes no attempt to discover the possibilities that lie within himself. If very short, this man will be another example of Mr. Henpeck Husband.

Be sure to check up these readings with your findings in the other features.

### The Second Finger

While the first finger figuratively whispers, "Go on, you can achieve", the second finger bered that the opportunity of landing on top rarely comes to the fellow who never takes a cautiously says, "Wait a bit and think things over." This is the finger of caution. When this finger is long there is a tendency towards solitude, quietude and great caution. When very long, there is a decided leaning toward melancholy and a taste for the morbid.

While those with normal or long second fingers have a firm sense of responsibility, those having this finger shorter than normal, break promises almost as easily as they make them. They are also a bit flighty in temperament.

This second finger acts as a kind of balance wheel on all the other fingers. When it is shorter than normal, the brakes are off—to a greater or less degree—on the traits portrayed by the other fingers.

### The Third Finger

This finger indicates a desire for distinction, reputation, publicity, glory and things artistic

and beautiful. When the finger is long, these traits are accentuated and the individual has coursing through his veins the spirit of "take a chance." He will venture, where the short first-fingered individual is afraid to tread. In risking chances he sometimes takes the breath out of people, but it must be remem-chance. A long third finger helps one with a short first finger, however, as this individual will take a chance just for its own sake, rather than because of the incentive of ambition. Having a short first finger, he would not, in most cases, get up enough steam to take a chance.

A long third finger is also a good running mate for a long fourth finger. It helps develop the tendencies and traits indicated by the fourth finger.

The second finger will have the effect of trying, at least, to make this long third-fingered individual "Stop, look and listen!"

### The Fourth Finger

Here we have an indication of the power of speech, the command of language, and a cer-

tain capacity for business. When this finger is long these powers are accentuated. The orator has not only a fullness of the lower eyelid, but also an extra long, fourth finger. When short, there is lacking readiness of speech, and command of language.

When the first and third fingers are of the same length, a well-balanced mind is indicated. It is a rare combination.

### Position of the Fingers

When the thumb naturally falls far away from the first finger, it denotes not only a generous nature, but also independence of will. A wide space between the first and second fingers indicates independence of thought. Width between the second and third fingers shows moral superiority to circumstances and between the third and fourth fingers, independence of thought and action.

The thumb, which cleaves to the side of the first finger holds on to money with the tenactiy of a miser. It is also a sign of lack of confidence, will power and broad-mindedness.

Fingers which do not naturally fall apart—when not the result of accident or work which calls for constant gripping of things by the hands—are a sign of a self-centered individual. If the fingers are long, then the qualities are of even more dubious character.

### Supple Fingers

These denote adaptability. When they turn outwards from the palm of the hand they indicate also a clever, keen brain, quick wit, and, usually want of continuity of thought.

### Health and Hands

The hands are also a barometer of health. The ashy colored hand spells anaemia. The yellow tinted hand (of the white race) is a sign that the liver is out of order. This is especially noticeable in cases of yellow jaundice where the bile so permeates the system that, in extreme cases not only the hands and skin but the eyes, as well, are tinted. A disturbed digestive system or a high-strung, sensitive, nervous system is indicated by cold, clammy hands. The

apoplectic individual has a soft, flabby, highly colored hand. The dependable, energetic individual has a firm hand; the very quick energetic person has a very thin hand, while the one who lets "George do it" has a very soft, flabby, formless characterless hand.

## Brain Servants

The hands, being linked up by two wonderful systems of nerve fibres are active, effective servants of the brain. The sensory nerves convey all sensation from the hand to the brain. The motor nerves transmit the orders, commands, impulses, nerve charges from the brain to the hands.

The right hand is controlled by a group of cells, or a center, situated in the left hemisphere or half of the brain, while the left hand is linked up with and under the dominion of the right hemisphere. The more active the hands the stronger and larger these centers become.

# NOTES

## CHAPTER XXVI

## THE VOICE

Each one of the five types has a voice that is characteristic. In giving the description of the voice which naturally goes with each type, we ask you to bear in mind that we are referring only to the pure types. Having familiarized yourself with the voice typical of each one of the five pure types, you can readily figure the various combinations.

### Alimentive Voice

The pure Alimentive has a voice with relatively thick, throaty tones that fittingly accompany his thick, well-rounded neck. There is also a more or less good-natured, easy-going inflection to his voice.

### Thoracic Voice

The pure Thoracic, on the other hand, has a resonant, full-sounding voice that denotes a good pair of bellows.

### Muscular Voice

The Muscular has fuller sounding tones than the Thoracic. He has the strength to use his

voice and his wonderful breathing apparatus to the best advantage. Of all types his voice is the most powerful. It is the voice of the public speaker and especially the orator that readily sways multitudes.

### Osseous Voice

The Osseous has a deep voice, on the order of the basso, while the Osseous-Muscular usually possesses a rich baritone.

### Mental Voice

The Convex-Mental has a clear, sharp voice, rather weak in volume, but with a certain quick, decisive inflection. That is the Convex-Mental whose observational qualities are well developed.

The Concave-Mental has the same kind of voice but he rambles as he speaks.

### Variations

The high pitched voice is a sign of the high-strung nature and is generally found in the extreme Mental. It lacks the warmth of emotion. On account of its limited range it often sounds monotonous.

The low pitched voice indicates warmth of emotion and vigor and usually accompanies the man with a wide head or a full rounded-out back head.

The voice which gives itself away—the voice of the man saying one thing and thinking another—the voice of the man telling an untruth—is lightly vibrating, thin, cold, toneless and high-pitched. It generally ends with a rising inflection.

## NOTES

## CHAPTER XXVII

## EXPRESSION

Expression is the mental picture your thoughts and feelings register upon your face, your body, and even your voice. Every thought you think sets in motion a certain feeling—in some cases very pronounced feeling and in others, faint and hardly discernible. You think of your dear mother you have not seen for years and there wells up within you a tidal wave of emotion which surges from your breast up into your throat and grips you, rendering you speechless for the moment. You receive a letter telling of some unexpected good news—you are happy, joyous and your whole being radiates the feeling. On the other hand, you receive a telegram informing you of the death of a very near and dear friend. Your face blanches. Your expression of happiness is transformed into one of dejection and sadness. The magic wand of thought and feeling has suddenly and completely changed the expression from a picture of supreme happiness to one depicting quite the opposite.

Feeling has translated itself into physical expression. These thoughts and feelings of

the moment register temporarily a transient expression while the thoughts and feelings which are repeated and repeated with such frequency that they become really part and parcel of our being, gradually etch expressions into our features that take on more and more definite character with the passing of time. These are habitual expressions and are detected even when the individual is in repose.

### Pessimistic and Depressed

Thoughts and feelings which are pessimistic and depressing have a tendency to draw the features down or in toward the center; the head and the shoulders droop, bringing the arms and hands nearer the middle of the body; the mouth sags down at the corners; the knees come closer together, drawing the toes nearer the center line. It is a negative, "curling up", or drawing-in process.

### Pleasant and Positive

On the other hand, feelings which arouse pleasant reactions are positive and expansive in their expression. All the "curled up", drawn-in features straighten out and expand as far from the center of the body as possible.

The former is the expression of pessimism, despair, and weakness; while the latter registers optimism, confidence, strength. Under the influence of the former mood the figure sags, droops, "draws in its horns"; under the latter it stands erect, with an optimistic upcurve to the mouth and no sign of a sag or droop in the expression.

### The Egotist

The egotist stands erect, throws out his chest, and tilts back his head a bit after the manner of the proverbial rooster who tells the sleeping populace who he is.

The man who is "fidgety" when sitting or whose muscles appear taut when they should be relaxed is high-strung and nervous, and may even be burning up inside with excitement, anxiety or suspicion.

### The Poised Man

His opposite is the man of equilibrium, of poise, of deliberation. Nothing seems to bother or excite him. He goes on "the even tenor of his way." His actions and reactions are slow and deliberate. The pure Alimentive and the pure Osseous are good examples.

The voice which is telling an untruth is very high pitched and rather shrill or one with a rising inflection.

Careful study of the eye and the mouth will be a wonderful aid in reading expression.

## NOTES

## CHAPTER XXVIII

## PERSONAL HABITS

Professor William James, the brilliant psychologist, said human beings were just bundles of habits. In the game of life we want to take advantage of every opportunity to help ourselves climb the ladder of success.

We are all bundles of habits—just stop and think what that means! Stop and look yourself over and then think of your various habits. List them as they come to your mind, dividing them as you go along into the useful and the useless.

### What Is Your Handicap

You will be surprised when you finish cataloging them all to find how much driftwood in the shape of useless and even harmful habits you have been carrying around with you. With them as millstones around your neck it is a wonder you have accomplished as much as you have.

### Take Account of Your Stock

Every so often you should take stock of yourself—draw up a self-inventory of the

goods on your shelves. Find out what helps build you up the most and then discard all that tends to hold you back.

By making yourself better you are helping not only yourself but society also.

You may think the habits under your particular consideration are of little consequence. Don't pull the wool over your eyes. It may, for example, be a matter of clothing. Perhaps you fancy the one and only suit you possess will answer every purpose and therefore you will not buy another. Frank A. Vanderlip, formerly President of the great National City Bank of New York, said, that if he were looking for a job and only had Twenty Dollars left to his name, he would invest it in a new suit. The prices have risen considerably since he made that statement, but the words remain words of wisdom.

### Check up your habits today!

(To help you check up your habits see the well worked out and most helpful pamphlet—"How to Demonstrate Prosperity—Self Analysis Chart," by David V. Bush. Send a quarter (25c) and get this essential chart. You will find it indispensable in self study and analysis.)

# NOTES

# CHAPTER XXIX
# CHILD ANALYSIS

## Practical Parenthood

The day is not far distant when raising children like Topsy—just letting them grow and that's all—will be a thing of the past. With the dawn of the New Day, that Character Analysis is ushering in, parents will be able so to read and understand their children as to bring out their strong points and minimize their weak ones.

### The Alimentive Child

The Alimentive child will be taught to exercise so as to build up his muscular tissue to give him more energy and driving power. He will also be furnished as good mental training as possible. The latter, of course, applies equally to all types.

### The Thoracic Child

The Thoracic child will also be taught to exercise and play so as to build into his personality the sustained energy and stick-to-it-iveness of the Muscular.

### The Muscular Child

The Muscular child will still further develop his natural abilities along this line and particular attention will also be paid to promoting the Mental side. He should be given every opportunity to harness his restless energy by doing something constructive and directing his energies always with a purpose.

### The Osseous Child

The Osseous child will be taught to play and exercise. This will not only develop his muscles but will expand the lungs, helping develop the circulatory system and giving him some of the elasticity of the Thoracic. He should be made to come out of his shell and mix with others as much as possible.

### The Mental Child

The Mental child should be made to exercise —and then exercise some more. At the start he will have to be driven to it, as it will not come easy. What he needs is a body to back up and help his wonderful brain.

These are some of the sign posts along the road to practical parenthood. Be sure to take

the profile, features—everything—into consideration in dealing with and studying your child.

While he is still in the formative, plastic period, constructive Character Analysis will help him become the man he wants to be. Help him. And be sure to help your children in these and other respects as taught in Chapters 2, 3, 4, 5, 6, 7, 8, in "Practical Psychology and Sex Life" Vol. 3 of this series.

## NOTES

## CHAPTER XXX

## HOW TO MAKE PEOPLE LIKE YOU

The popular man or woman is the one who does not rub people the wrong way, is the one who can see your side of a situation and adjust himself or herself accordingly.

### Applied to Each Type

With your present knowledge of Character Analysis you know the strong and the weak points of each type. If you want people to like you—don't step on their toes continually by reminding them of their shortcomings or by flaunting their dislikes in their face.

If you try to gain their friendship by traveling the path of their weaknesses and dislikes you will find yourself up a blind alley and you will be as welcome as your landlord when he comes to tell you he has doubled your rental. On the other hand, if you take the trail that leads to the things they like and are interested in you will find yourself on the highway that leads right to their hearts and you will have won their friendship.

## Treat People As They Would Like To Be Treated

Character Analysis is the master key which unlocks the doors of friendship to the various types of humanity and lets you in. Use it. Don't stay in the old channels of thought and expect people to come your way by sheer force of circumstances. You have to play the game of life according to the rules of human nature —if you want to achieve the success, health and happiness that is rightfully yours. Treat people as they would like to be treated—not as you, personally, think they ought to be.

By being interested in what they are interested in you will be an interesting friend and a popular one, too.

Remember the characteristics of the five body types and then see how the complexion, the profile and all the contributing features modify the picture. When you have taken everything into consideration then you will know—exactly—what interests your friends and what does not. You will then know how to make the most out of every social, business or professional contact, because—**you know how to make people like you.**

# NOTES

# NOTES

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## NOTES

## NOTES

## NOTES

# PART III

Figure 63

HENRY WARD BEECHER, Preacher

Note the prominence of the lower eyelids, and also the well-formed mouth line—two reliable indications of the orator. The high forehead and well-developed front top-head region show that he was a deep thinker. His jaw and chin indicate that he had the courage and determination to stand for what he thought was right.

Figure 64

ROSA BONHEUR, Artist

Note the general appearance of squareness in this face and the pronounced width of the forehead, especially at the upper corners. Note also the height of the forehead, distance between eyes, and the full but firm lips. Here we see a woman of remarkable force, energy, creative power, and artistic ability, tinged with a strong love nature.

Figure 65

GENERAL LEONARD A. WOOD

The general width of the head, the well developed brows, sturdy nose, firm mouth, strong chin, wide, stocky shoulders all portray the man of action, energy and force possessed of an indomitable will. He is plainly an executive who does things and gets things done.

Figure 66

GENERAL VON HINDENBERG

Note the massiveness and coarseness of the features. The bull-dog jaw denotes aggressiveness. Himself, a tireless worker, he sets the pace for all around him.

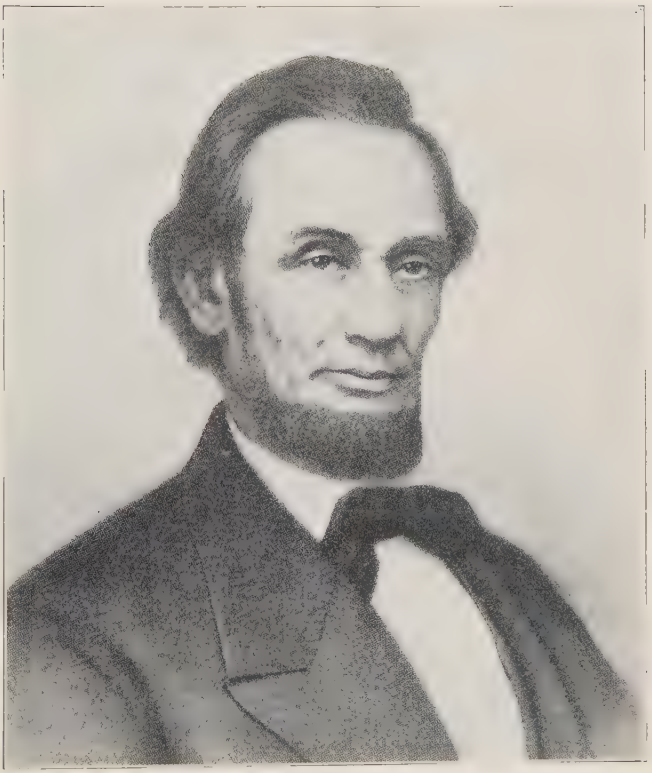

Figure 67

ABRAHAM LINCOLN

Note the extremely high forehead, prominent brows, full lower eyelids, deep lines running out from wings of the nose and the expression of benevolence mantling the features. Lincoln saw not only the practical side of a matter but also its philosophical, spiritual and moral aspects. Once a cause evoked his sympathies he espoused it with fluency, skill and resistless determination. But before he permitted his great abilities to be enlisted in any movement he would first ask himself the question: "Is this right; is it just?"

Figure 68
HENRY FORD

The Mental, Osseous and Muscular types are combined in Mr. Ford's personality. The Mental gave him the originality and ability to evolve his business into the multi-millionaire class; the Osseous, the determination to hang on when the clouds were darkest, while the Muscular gave him the energy necessary to make it a success. Width of forehead and extra side-head development above ears show creative mechanical ability. High head shows why he is a leader along moral, humanitarian lines.

Figure 69

WOODROW WILSON

The Osseous and Mental types predominate in this case Note the high forehead, the strong development of the top side-head region, the fullness of the lower eyelids, the way the ears stand out from the head and the prominent chin. His reasoning will be along idealistic lines which he can defend with fluency and force. Whatever he makes up his mind to do or say he carries out independently and with the utmost determination.

Figure 70

MENDELSSOHN, Composer

Side head development in region of temples indicates a creative, constructive tendency. Fullness of the forehead above the outer portions of the eyebrows shows love of music. His fine texture gave him a keen appreciation for the most delicate nuances in every human experience. His full but firm and compressed lips gave him the emotional enthusiasm he expressed in his work.

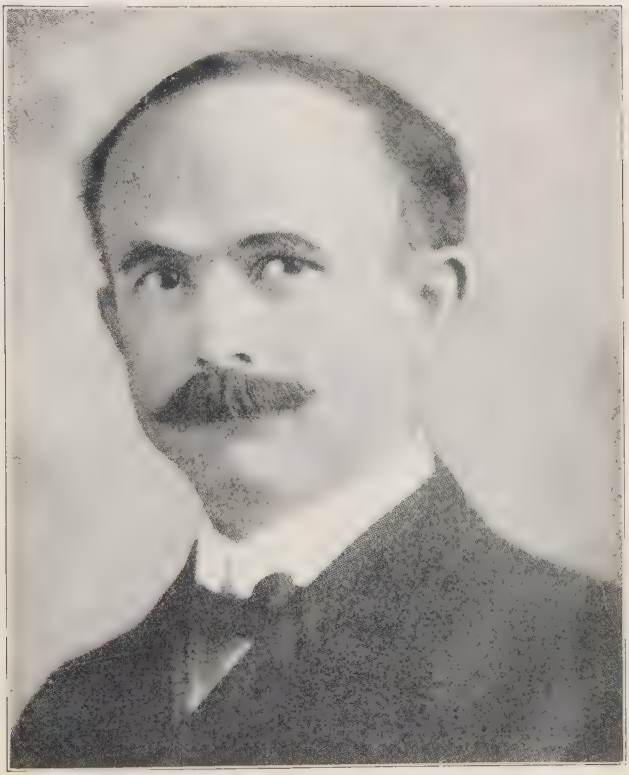

**Figure 71**

JUDGE BEN B. LINDSEY

Note the triangular Mental face. The extreme width at the upper portion of the side-head region shows that he is an idealist. The rounded dome-shaped top-head region bespeaks a high regard for morality. His fine texture gives him a sympathetic feeling for others. The well developed septum between the nostrils shows that he has the power to discriminate. Upper forehead shows ability to analyze. Position of ears shows that he is never afraid to take independent action.

**Figure 72**

LUTHER BURBANK, Plant Wizard

The well developed upper and lower portions of the forehead show the practical thinker and reasoner. The firm mouth line and well developed chin denote patience, persistence, resolution. The rounded out back-head region reveals profound interest in animal and plant life.

Figure 73
THEODORE ROOSEVELT

Here is a wonderful example of all five types. It was during residence in the White House that he developed a certain Alimentive tendency. This helped him in meeting people. As a Thoracic he was constantly giving the old world a thrill. As a Muscular he believed in the "strenuous life." As an Osseous he was loyal to the core. As a Mental, he was an acknowledged authority in the fields of history, outdoor life and as an essayist.

Figure 74

CHARLES E. HUGHES

Note the development of the septum at tip of nose showing power to analyze, discriminate, and investigate. Fullness of lower eyelids denotes command of language. Prominence of brows and good development of upper forehead make him a keen analytical reasoner along practical lines.

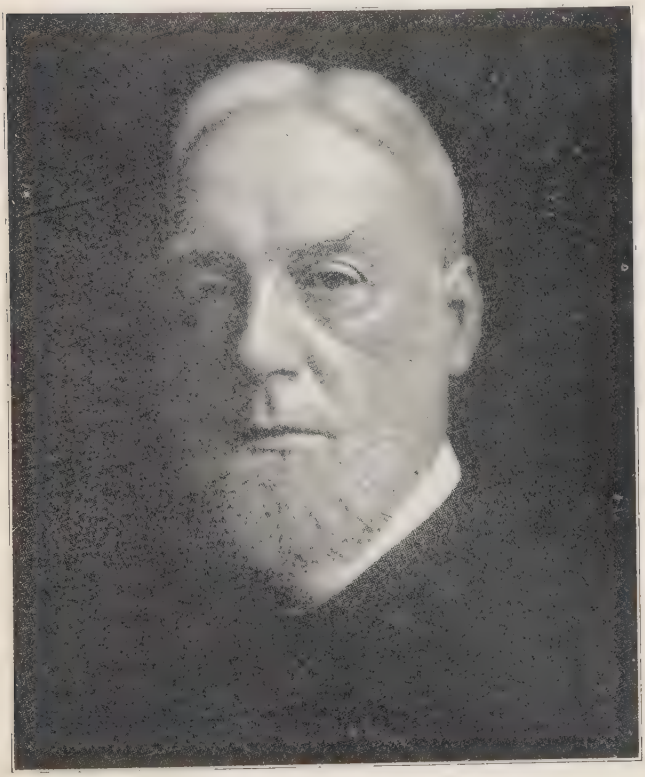

**Figure 75**

ROBERT C. OGDEN, Merchant

Note the height of the forehead, well developed middle side-head region giving extra width across forehead, prominent bushy brows, well-formed nose, fairly full lower eye-lids, long upper lip, firmly compressed mouth. Here we see a practical business man with creative tendencies along commercial lines. He has a fine sense of values. Confident, independent, original, he is a man you cannot flatter. Strong front top-head region indicates a benevolent nature.

Figure 76

ARTHUR BRISBANE, Editor

Note the width and height of the forehead, the transverse wrinkles of concentration, the prominent lower eyelids well-formed nose and firm mouth. Here we see a remarkably creative thinker and concentrator who has the ability to express himself fluently not only along lines of literature but also of commerce, art, idealism, philosophy, politics and spirituality. This versatility gives a wide field to his pungent, powerful pen.

Figure 77

LOUISA M. ALCOTT, Writer

Note the high forehead, deep set eyes, prominent lower eyelids, convex mouth, firm chin. Here we see a combination of intuitive knowledge of human nature, keen observation, good command of language, fluency of expression, plus determination.

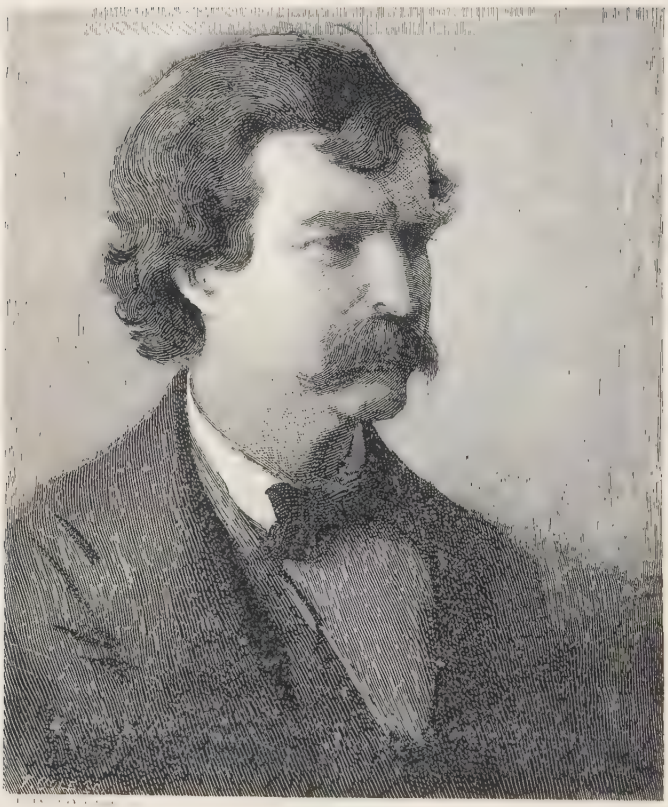

**Figure 78**

MARK TWAIN, Humorist

Note the fullness of the upper forehead at the outer corners, the bushy eyebrows, prominent lower eyelids. Humor, originality, and fluency of speech blended together to make a Mark Twain out of Samuel L. Clemens.

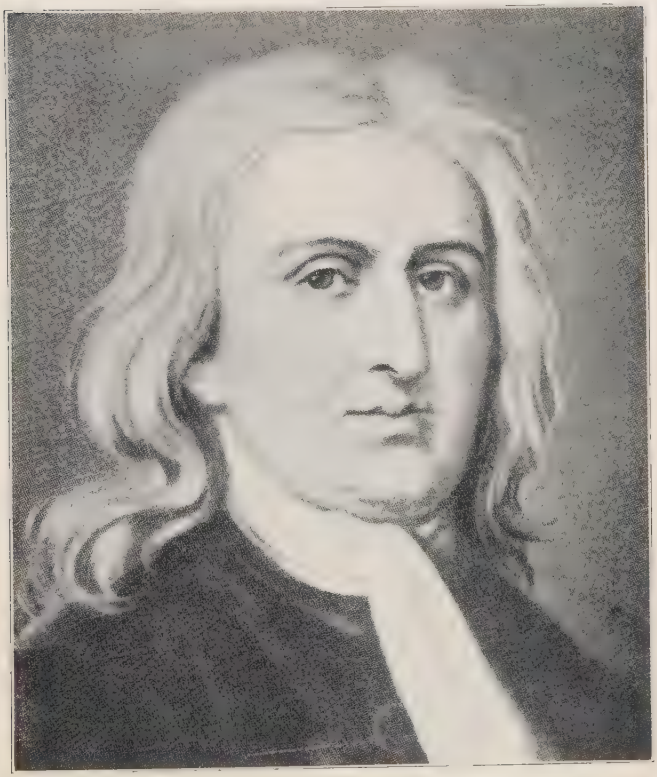

**Figure 79**
ISAAC NEWTON
Scientist, Discoverer of the Law of Gravitation

Note the way the outer corners of the brows round out. This shows ability to compute and reason from cause to effect. The full upper forehead indicates strong reasoning powers. While the face is strong, the Mental type has softened the features and made the texture finer.

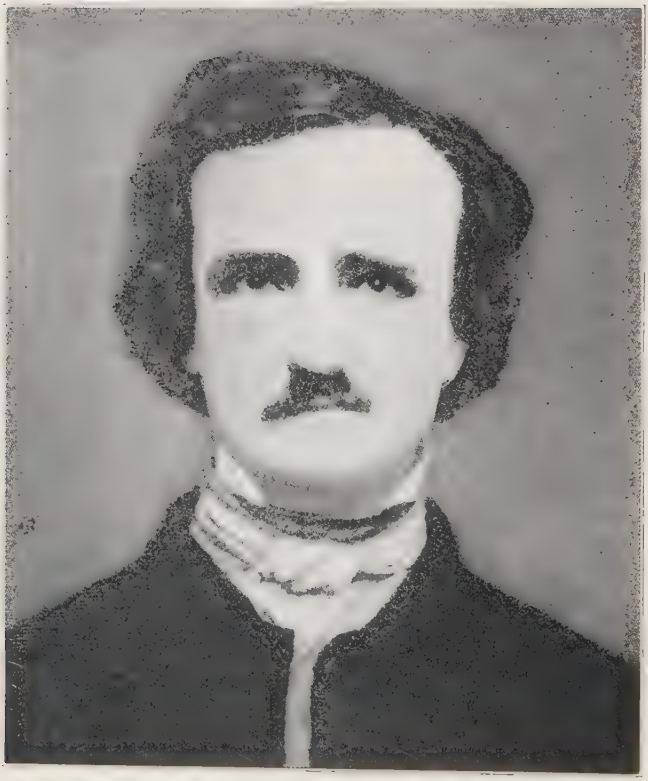

Figure 80

EDGAR ALLAN POE, Poet

Note the extreme width across the top of the forehead and the pronounced development of the top side-head regions. This denotes an idealistic nature. The flatness of the lower portion of the forehead shows lack of good practical judgment. Decided brunetness indicates tendency to be morbid and look on the dark side of things. Note mystical expression of eyes. (See Fig. 82.)

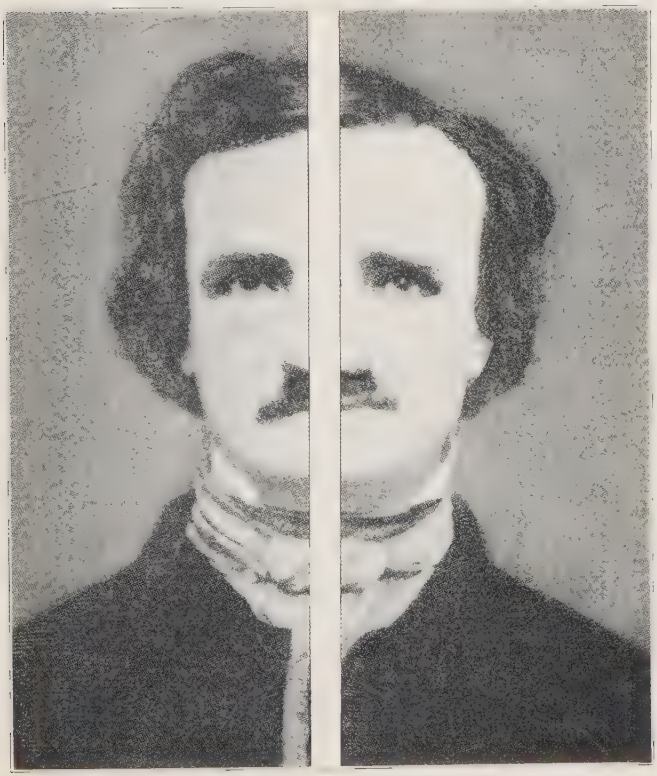

**Figure 81**

EDGAR ALLAN POE, Poet

In Edgar Allan Poe we see a man of apparent contradictions—a dual personality, so to speak. Compare the left side of the picture with the right. His forehead is not symmetrical. The eye in the left half of the picture appears to be duller, dreamier and set deeper than the other which has a certain light and sparkle. The nose is also asymmetrical. The mouth line on the left side has the droop of pessimism—on the other side we see optimism tinged with satire. (See Fig. 81.)

Figure 82

ROBERT FULTON, Inventor of the Steamboat

Compare with Sir Isaac Newton. Both have outer corners of brows well developed, showing power to calculate; also both have comparatively high foreheads indicating good reasoning powers, well developed noses and chins denoting energy and determination and in addition both have good side-head developments in region of ears, showing mechanical ability. Fulton's features are heavier, his texture not as fine as Newton's, and the heavy, bulky mechanical steamboat is therefore the child of his brain.

Figure 83

WARREN G. HARDING

Note the high, wide forehead, prominent brows, high-bridged nose, exceptionally prominent, bulging lower eyelids, and well developed chin. President Harding has the head of an executive. His type differs from that of Wilson, in that he is not as prone to take independent action as the latter. He has a good command of words and a creative gift in language.

Figure 84

WILLIAM McKINLEY

Starting with the forehead and taking into consideration also the eyebrows, eyes, nose, ears, mouth and chin, compare these features with those of President Harding, noting the degrees of similarity or differentiation in each case. Consider each feature separately. (See Fig. 83.)

Photo by Underwood & Underwood

**Figure 146**

FRANK CRANE

Note the great space between the eye-brows and the hair-line; also, the high-crowned head—all indicating moral, intellectual, and religious tendencies.

The fine texture of the skin and hair reveal a man who likes the very best things in life. Does not like "roughing it." Craves congenial environment, in respect of home, office, business, society, and personal comforts.

The keen, piercing eyes, the outstanding eyebrows betoken original ideas.

Photo by Underwood & Underwood

**Figure 147**

WALTER LITTLEFIELD

Here's a picture of a great business man, indicated by the round face. You will note particularly the unusual development of the ear, of the nose—that of the logician. In everything this man must be logical and orderly. He faces things only from a practical, common-sense, logical point of view.

Note the wide-open, frank eyes; also, the out-standing, convex lips, showing him to be a ready talker. He'll always "land on his feet."

Photo by Underwood & Underwood

**Figure 148**

WILLIAM G. McADOO

Note in this picture the big nose, as indicated in many other instances.

Observe the long, mature nose—how it tapers just a little at the eye, indicating keen perception, insight. The pronounced septum shows power of analysis. The convex forehead, concave chin, the typical executive.

His capacity for leadership is also shown by the ear as well as the nose.

The long head—a good fellow.

Photo by Underwood & Underwood

**Figure 149**

CALVIN COOLIDGE

Note the plain forehead, the slight concavity of the chin, which, taken with the big outstanding nose, show a good executive. The lips are those of a man who concentrates and says little.

Shaggy eye-brows, the set jaws—the man who makes up his mind and everlastingly "hangs on."

Photo by Underwood & Underwood

**Figure 150**
DAVID W. GRIFFITH

Note big bones, frankness, honesty, integrity; remark particularly the oblong shape of the head.

This is the head of the creator. Deep-set wrinkles show benevolence and reason. "Crowsfeet" about the eyes indicate mirth.

Note the big ears, large nose, high bridge, big septum—all showing generalship (leadership) and diversified ability.

A mental chin is indicated by its size in proportion to the head, making a rare combination of the planner, thinker, and executor.

Photo by Underwood & Underwood

**Figure 151**

GEORGE E. BRENNON

Here's the Wall Street political boss of 1924 running, in physical outlines, true to form! The alimentive, mental, muscular. The handler of men. The lover of life from every angle, particularly from the stand point of pleasures of the senses.

Good things to eat. Surrounded by plenty of friends.

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# NOTES

# NOTES

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The laws of visualization and concentration are well defined and when properly exercised are without limitation as to success, but to accomplish results one must understand and use these laws properly.

You will more readily grasp the principle that governs the laws of visualization and concentration after reading this book.

In it, David V. Bush has gone right down to bed rock—he thoroughly explains these necessary laws—he puts you right and shows you your mistakes—he starts you off on the right foot so that you may apply these laws for your benefit and profit.

Dr. Bush believes, from his own vast experience, that more people fail on concentration and visualization than on any other operation of the laws of mind now being studied or applied, because they only partly understand these laws. In this pamphlet he shows why the vast majority of people fail in visualizing. There are natural laws which are very often cross-circuited by well intentioned people trying to operate them for their own good, all because they fail to understand the right way. You will understand visualization after you read "How to Visualize."

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David V. Bush, Publisher, 225 North Michigan Blvd., Chicago, Ill.

## The Influence of Suggestion and Auto-Suggestion

In this booklet David V. Bush discusses Suggestion and Auto-Suggestion from a different angle than that in "Practical Psychology and Sex Life" and "Applied Psychology and Scientific Living." He takes the practical side of Suggestion and points out its value and usefulness. He explains the limitations of Suggestion and deals in a different way with the mental laws that control this powerful factor for your success. No matter what thought you have given to this interesting subject—no matter how much you have studied Suggestion, you will be surprised and delighted with the plain everyday way in which Dr. Bush explains this mental phenomenon.

This is a different angle of suggestion than in either "Applied Psychology and Scientific Living" or "Practical Psychology and Sex Life." This pamphlet not only deals differently with the law of Suggestion as mentioned above, but it is most entertaining, readable and likeable from the practical side of suggestion. There will be stimulation, inspiration and mental cerebration in reading this pamphlet—"The Influence of Suggestion."

You will welcome this booklet as a new avenue for increasing your knowledge of this fascinating study and you will acquire a newer and different understanding of its usefulness.

By all means secure this book without delay. Your copy is ready. Just 25 cents, coin or stamps, will start it by first mail.

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## *What Is God?

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*This is taken from "Applied Psychology and Scientific Living."

David V. Bush, Publisher, 225 N. Michigan Blvd., Chicago, Ill.

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